

JOHNSTOWN AREA COMPREHENSIVE PLAN

2006





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TOWN OF JOHNSTOWN

Johnstown Town Hall
101 Charlotte Street
Johnstown, Colorado 80534
<http://www.townofjohnstown.com>

December 2006





ACKNOWLEDGEMENTS

Stakeholders

Participating citizens, property owners, business owners and developers.

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John Franklin

Consultant Team

EDAW/ AECOM

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Bruce Meighen, AICP, Project Manager
Eären Russell, ASLA, Landscape Architect
Jeremy Call, Planner
Tom Keith, Quality Assurance
Megan Moore, ASLA, Assoc. AIA, Landscape Architect
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Craig Russell, Landscape Architect, Illustrations
Maria Michieli-Best, Graphic Design

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Daniel Guimond, Principal
Andy Knudtsen, Vice-President





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CHAPTER 1. Foundation





Foundation

Chapter 1 outlines the basis of the Comprehensive Plan and the process engaged by the community and its leaders to realize the Plan.



PLAN OVERVIEW

The Town of Johnstown is a community grounded in the past and focused on the future. Johnstown lies within the center of the rapidly growing and highly desirable North Front Range of Colorado. In the past, the Town of Johnstown has responded to growth effectively, and with this Comprehensive Plan, it will be prepared for the future.

Johnstown is a community that is attractive to existing and new families because it has:

- A very strong rural, small-town atmosphere;
- A school system with an excellent staff and reputation;
- A location that is within easy commuting distance of Denver,

Longmont, Boulder, Loveland, Greeley and Fort Collins;

- An emerging Downtown core; and
- New family-oriented neighborhoods.

Johnstown has a unique opportunity to be an active participant in shaping its future. What are some of the major goals of the Plan?

Predictability. When a community puts its aspirations and plans for the future on paper it creates predictability both for itself and its citizens, as well as land developers. Predictability for the Town results from knowing in advance what services and utilities will be needed in a new area that may be considered for annexation. The citizens gain certainty and can purchase houses with some knowledge of what is planned nearby - schools, parks, other developments, etc. Developers have predictability in that they know what the Town is looking for before they bring in their development proposal. If their proposal is different than what the Town is looking for, they have the opportunity to prove that their proposal is superior. In addition, a Plan shows that the community has thought out its direction and has put that direction forth for all to see - a clear sign of a well managed and cohesive community.

Land use balance. No community prospers when it contains only one land use or too much of a single use. Residential areas of large communities have the unenviable title of "bedroom communities" because they only contain residences. Services there become increasingly more expensive over time. The ideal is to strike a balance of land uses such

that the Town can support a full array of services. This means having adequate commercial, industrial, public and quasi-public, and residential uses such that the Town is self-supporting and self-sustaining.

There is no magic formula for creating a land use balance. In fact it is different for each community. Most often, a defined number of residences with adequate disposable income in a trade area are required before commercial interests will look seriously at an area. An employer's decision to locate to an area is often influenced by quality of life factors (parks, trails, recreational amenities, schools, etc.), housing availability, market opportunities, transportation, taxes, the cost of utilities, etc. It is clearly to Johnstown's advantage to be aware of the dynamics that influence growth in order to take advantage of the benefits at the time in which they occur.

Flexibility. The planning process is meant to produce documents that *guide* decision-making, not dictate it. For this reason a Comprehensive Plan must be drafted that is flexible enough to accommodate new ideas and that will be maintained as current and relevant. Because ideas, population composition, and other factors can change so quickly, a Plan should have a target date for initiation of a thorough update, such as five years from adoption. Finally, a Plan is only effective if it is implemented. Typical means of implementing a Plan are annexation regulations, zoning codes, sign codes, landscape regulations, subdivision regulations, impact fee programs and capital improvement programs that reflect the community's vision.

The adoption of the Johnstown Area Comprehensive Plan will guide and encourage:

- New neighborhoods for existing and future families;
- New jobs focused in walkable districts and centers;
- A park and greenway system that protects natural resources and provides a place for the community to recreate;
- A multi-modal transportation system connecting the community;
- A downtown that is the heart of Johnstown.

The Plan seeks to create a self-sufficient Johnstown. However, Johnstown does not exist in isolation. It will be connected to the region by a system of roads and a regional transit system. Due to the amount of new development, the Plan can set the standard for new development, enhancing the quality of life for all who live in the Front Range of Colorado. The Plan applies community values through physical form and policies. The purpose of the Plan is to provide general guidance over the next 20 years.

PLAN ORGANIZATION

The Plan is based upon four elements – Foundation, Framework, Form and Function.

PLANNING PROCESS

The planning process refers to the method by which the Plan was created, from the creation of the 2001 Johnstown Area Comprehensive Plan to its update in 2006.

Plan Elements

Chapter 1 - Foundation describes the relationship to other planning efforts; how the Plan will be used; and how the public was involved in its preparation.

Chapter 2 - Framework describes the Plan's vision and physical framework that gives reality to the vision.

Chapter 3 - Form describes the goals and objectives for Town land use decisions.

Chapter 4 - Function translates the vision into reality by discussing the steps necessary for successful implementation of the Plan.

Additional Resources: Market conditions and stakeholder meeting results are found in the Appendices.

Integrated into the process was a series of participatory meetings to engage all stakeholders in the development of the Town's Plan. Phase 1 included an interactive outreach process that included a series of stakeholder meetings with representatives from:

- Rural Areas
- Development Community
- Town Departments
- The Downtown Area
- Elected Officials, Boards and Commissions



As part of Phase 2, a second series of merchant stakeholder interviews over one business day were conducted with business and property owners in downtown Johnstown. The merchants were interviewed to gain an understanding of the business community's reaction to any potential future commercial development, and to identify the vital components of downtown Johnstown in the eyes key stakeholders. Phase 2 concluded with a community choices workshop in which the community helped refine the Town's future

2001 Johnstown Area Comprehensive Plan

The 2001 Plan was a major revision of earlier plans, and involved a wide array of citizens, appointed officials, and elected officials all of whom have a strong interest in the future of the Town of Johnstown. The process of preparing the original plan took more than a year and involved the participation of numerous citizens in brainstorming sessions, community surveys, public meetings and public hearings.

2006 Johnstown Area Comprehensive Plan Update

In 2006, EDAW, Inc. led the Town of Johnstown through a thorough planning process to update the 2001 Plan. The process consisted of three phases:

- Phase 1. Existing Conditions Inventory
- Phase 2. Choices and Opportunities
- Phase 3. Plan Preparation and Adoption

vision. The workshops, draft plans and meetings were highlighted on the Town’s website and noted in the local newspaper. Phase 3 concluded with public hearings and presentations to the Planning and Zoning Commission and the Board of Trustees.

PLAN RELATIONSHIPS

The Comprehensive Plan is connected to regional and local planning efforts. Coordination with other regional planning efforts is important, and could include the development and refinement of regional transportation, housing, economic, open space, and natural resource planning initiatives.

The plans of adjacent municipalities such as Loveland, Windsor and Greeley should be taken into account to achieve the desired future for the Town and the region.

Other documents that should be considered with this Plan include:

- Johnstown Design Guidelines
- Johnstown Transportation Plan
- Johnstown/Milliken Parks, Trails, Recreation and Open Space Master Plan
- Johnstown Landscape Standards and Specifications
- Johnstown Design Standards for Public Improvements
- Johnstown Municipal Code – zoning and subdivision regulations
- Regional and County plans

PLAN UPDATES

Though the vision and many of the goals contained in this plan are timeless, the Plan is intended to be flexible, adapting to changing conditions. Goals and objectives must periodically be reassessed, revised, and updated. The Plan should be reviewed and updated every 5 years. The purpose of a comprehensive update is to re-evaluate and modify the goals and objectives to make sure that the Plan meets the current vision of the Town. Periodic minor modifications may occur in interim years to ensure the Plan is kept current.

Amendments to the land use plan, typically in conjunction with the development applications, are subject to review and approval by the Board of Trustees after consideration by the Planning and Zoning Commission.

CHAPTER 2. Framework





Framework

Chapter 2 outlines the Framework for the community.

CONTEXT

The Johnstown community has experienced robust growth in the recent past. The growth presents challenges related to infrastructure, services, and community character. It also represents opportunities, as the fiscal resources of the Town have been increasing as well. One of the key objectives of the Comprehensive Plan is to ensure that the Town continues to make the best possible choices about the future.

Since 1990, the Town of Johnstown has experienced relatively high growth in both population and households. Records show that the Town's population has grown between 5.6 percent and 6.3 percent per year for the past 15 years. Households, similarly, have grown between 5.4 percent and 5.8 percent over the same period. As a point of comparison, these growth rates are generally double that of the combined growth rate of Larimer and Weld counties, 3.1 percent, for the same time period.

The average persons per household are 2.9 for the area, slightly higher than the Colorado State average of 2.5 persons per household. The community is growing at a much faster rate than many others on the Front Range and is growing with larger households, requiring the community to address a wide range of needs attributable to growth.

Looking into the future, the Northern Front Range Metropolitan Planning Organization has forecasted Johnstown's population and household to grow from 8,900 to 14,000 by 2015, or 4.9 percent. This growth slows to 3.5 percent for 2015 to 2025.

The Northern Front Range Metropolitan Planning Organization has forecasted significant job growth in Johnstown from 2005 to 2035. From 2005 to 2015, the job growth in Johnstown is forecasted to be 3.3 percent, growing to 6.1 percent from 2015 to 2025, and slowing again to 2.3 percent from 2025 to 2035.

Johnstown household occupancy has also changed over time. According to past records, the 1990 renter population represented 33 percent of the total, which is close to the average of most communities. By the year 2005, the renter population had decreased to just over 17 percent of the total. The substantial shift in ownership is a reflection of Johnstown's new housing opportunities.

According to State of Colorado records, gross retail sales in Johnstown has increased by more than \$9.5 million per year from 2000 to 2005, or 19.7 percent annually. This annual growth rate is almost five times larger than the Colorado State growth rate of 4.1 percent. Net sales tax is also growing rapidly in Johnstown, at an annual average rate of 12.9 percent.

It is through understanding the past and possible future that the Town can adequately plan for the community. Johnstown is poised for growth and, if managed well, can further its goals and become the highly desirable community defined by this Plan.

VISION

Great communities are grounded in an ambitious Vision and achievable Framework Plan. The Vision confidently states that the Town of Johnstown will be a community that cherishes its small town roots, its history as a service center for a large agricultural industry and a social center to the area's farm families. The Vision also looks to the future, by visualizing improvements where families of all sizes and types will live and work. The vision for the community is clear.

To realize the vision, it must be translated into a physical shape, or framework, as described in the next section.

LAND USE FRAMEWORK

With this plan, the Town of Johnstown has made a clear statement about how the Town should grow. This has resulted in a basic framework that gives shape to the Vision.

As illustrated in the Land Use Framework Plan, seven components comprise the framework of the Comprehensive Plan:

- Community Form
- Centers
- Districts
- Downtown
- Neighborhoods
- Parks and Greenways
- Multi-Modal Corridors

Each component of the framework is described further below.

Johnstown Vision

As Johnstown evolves, the community desires to preserve:

- *the qualities of a small town*
- *amiable neighborhoods*
- *its open feel, wide streets, parks, agricultural areas and open space*
- *the social atmosphere of an inclusive community; and*
- *the heart of the community - Downtown*

while creating;

- *walkable mixed-use centers*
- *an expanded downtown that draws on the positive character and heritage of the original business district*
- *enduring neighborhoods based on the best attributes of traditional neighborhoods*
- *parks, trails and open space that protect natural resources and create places for families to recreate*
- *pedestrian-scale economic districts, corridors and centers in which to work; and*
- *multi-modal transportation corridors to connect areas within the community and the region*



COMMUNITY FORM

The Johnstown community will evolve and grow while preserving the desirable qualities of its small town roots.



DISTRICTS

Viable commercial and employment activity centers with residential opportunities.



CENTERS

Pedestrian scale, walkable mixed-use centers.



DOWNTOWN

An expanded and enhanced downtown which draws on the positive character and heritage of the original business district.





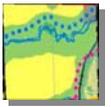
NEIGHBORHOODS

Enduring neighborhoods that are based on the best attributes of traditional neighborhoods.



MULTI-MODAL CORRIDORS

Multi-modal corridors that integrate neighborhoods and activity centers within the community and region.



PARKS AND GREENWAYS

Parks, trails and open space areas that protect the area's natural resources and create places for families to recreate.



FRAMEWORK PLANS

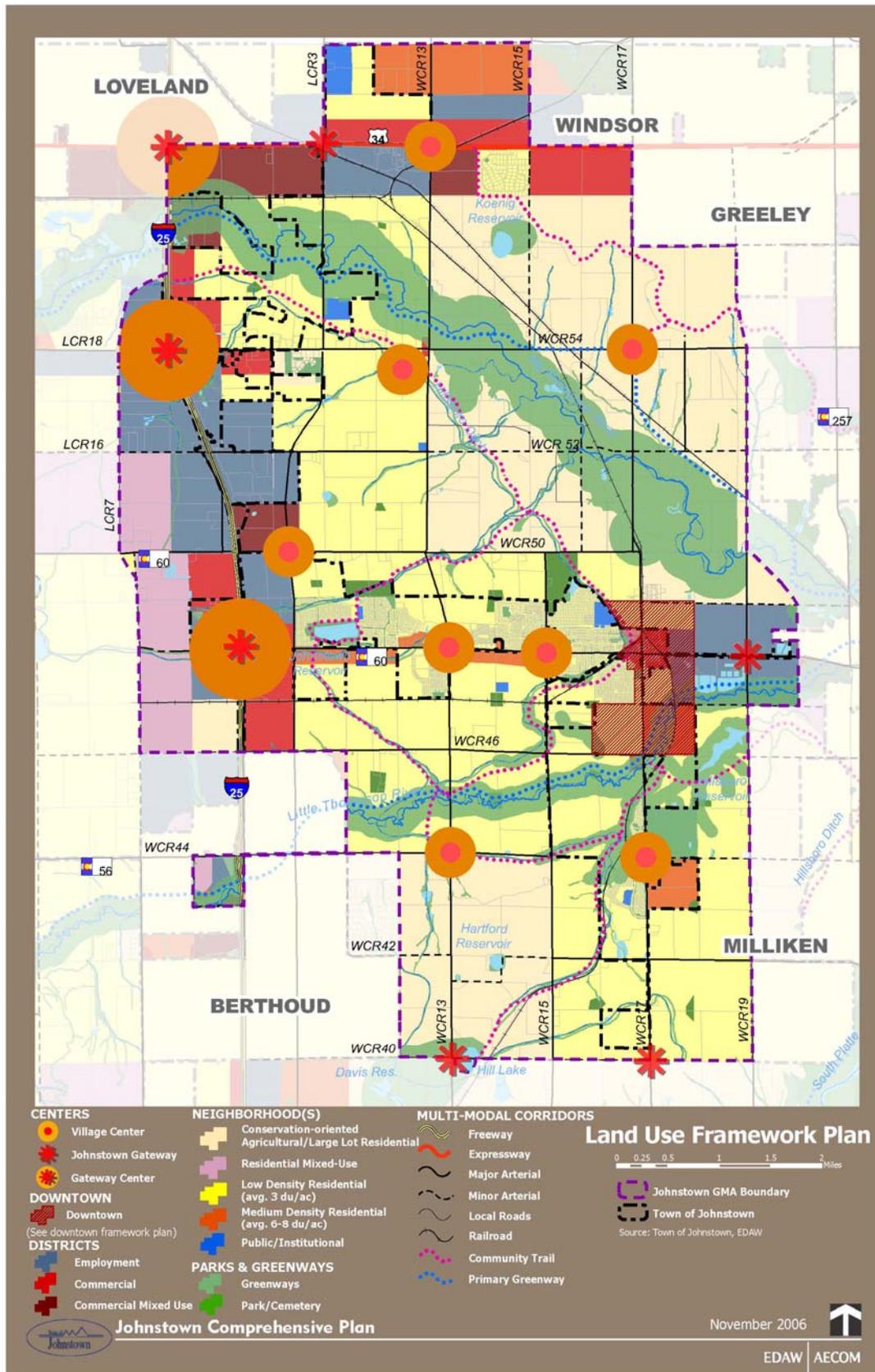
The Town of Johnstown's basic form is described in the:

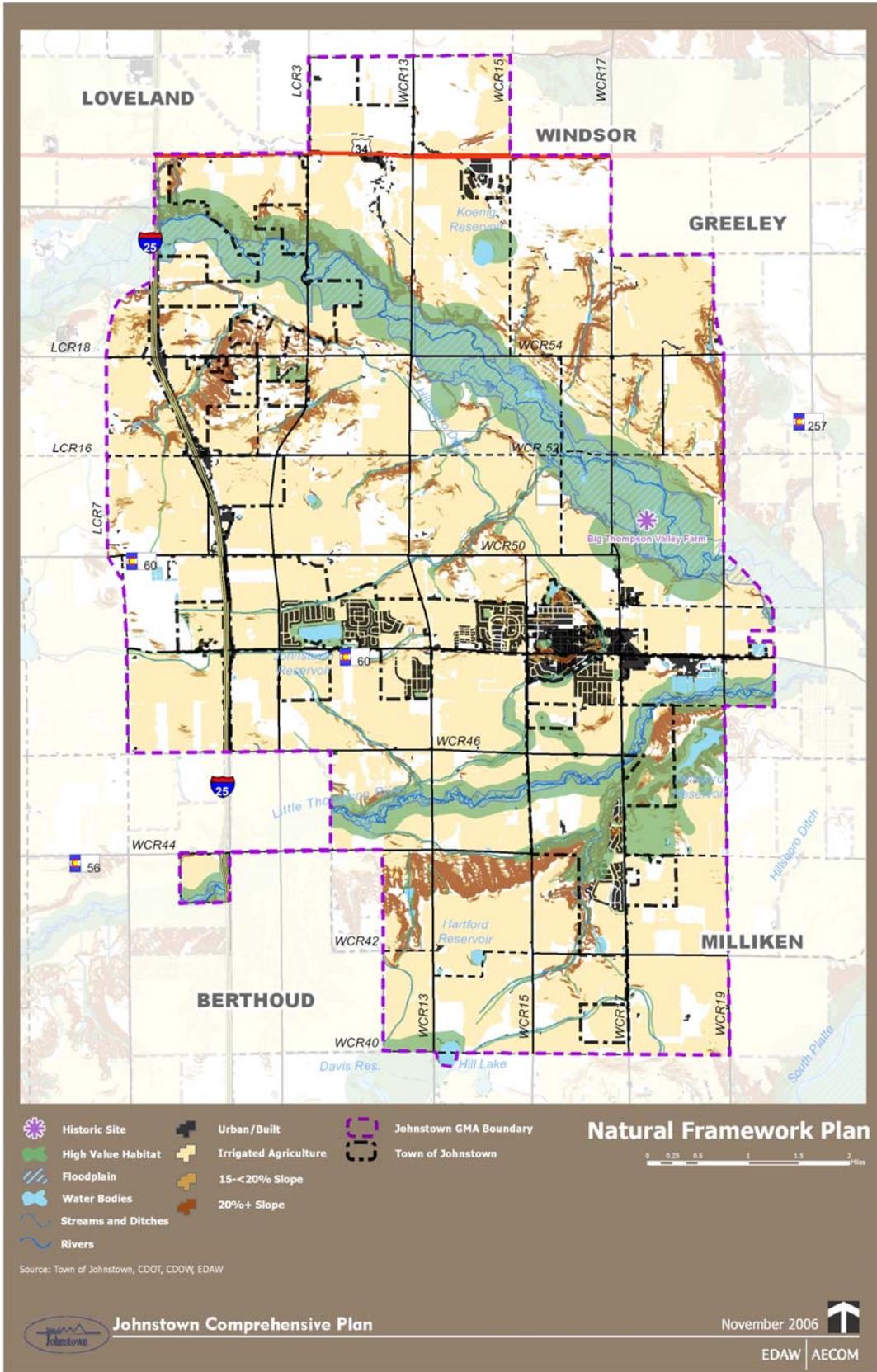
- **Land Use Framework Plan**

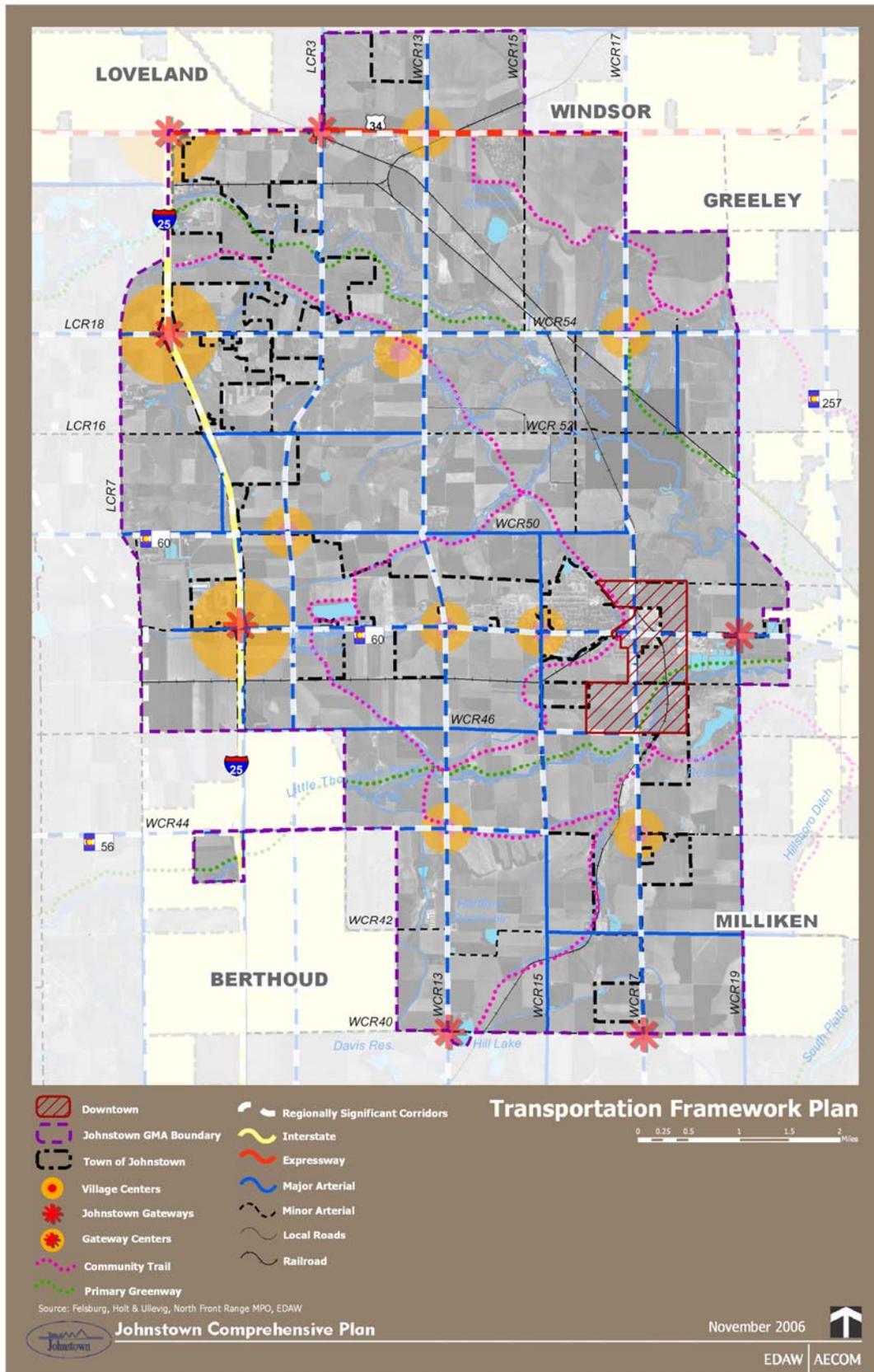
Three other Framework Plans provide integral components of this form:

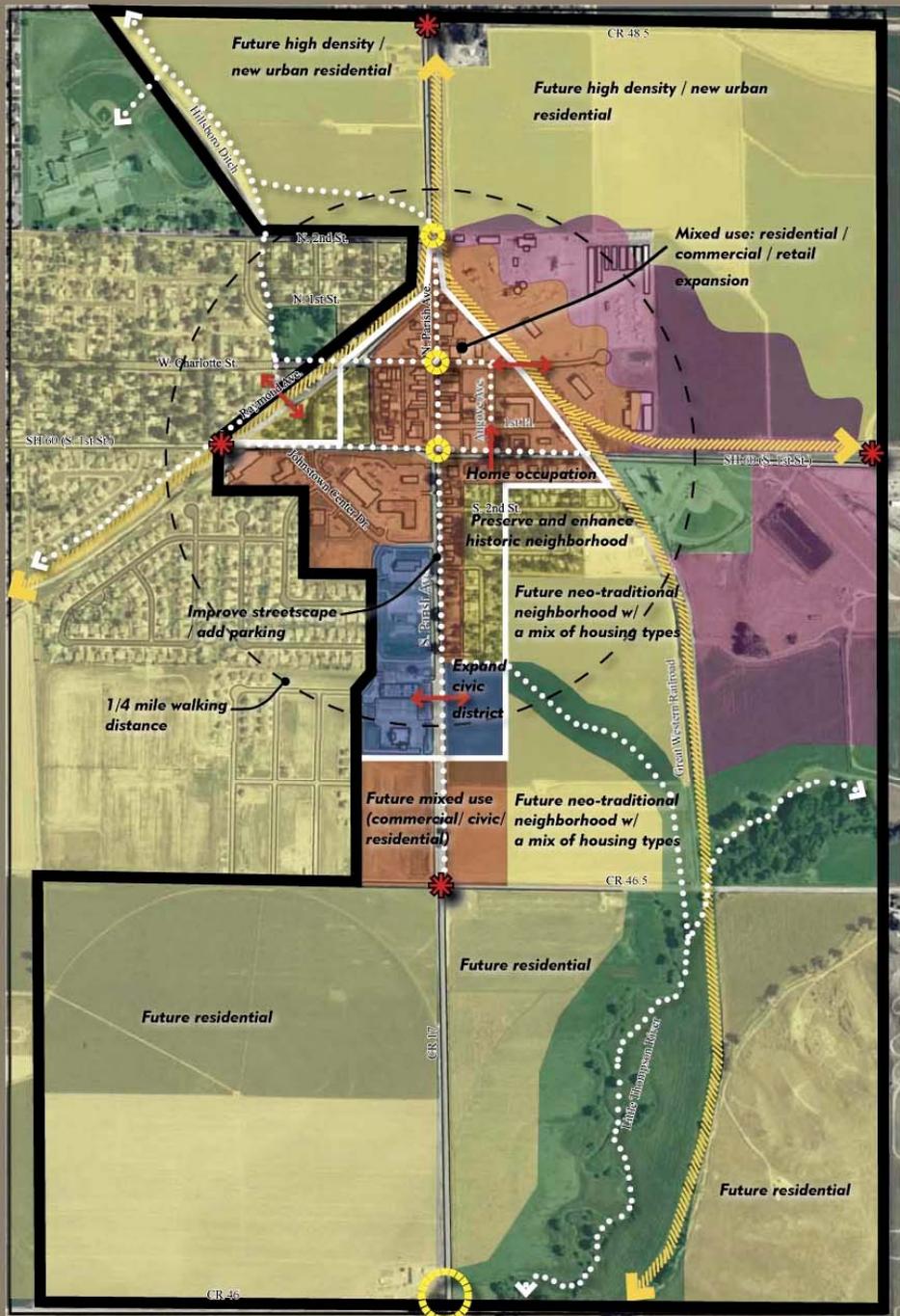
- **Natural Framework Plan**
- **Transportation Framework Plan; and**
- **Downtown Framework Plan**

These four Framework Plan maps illustrate the future physical appearance of the community. These maps are not zoning or a required future, but rather represent the desires of the community.







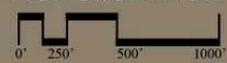


Downtown Framework Plan

- Downtown Gateway
- Key Intersection Improvements
- Key Connections
- Downtown Planning Boundary

- Railroad Right-of-way
- Pedestrian / Bicycle Connections

- Open Space / Park
- Residential
- Light Industrial / Business Park
- Civic
- Mixed-Use (Commercial/ Residential/ Office)



Johnstown Comprehensive Plan
November 2006



EDAW | AECOM

CHAPTER 3. Form





Form

Chapter 3 presents the Town's land use goals and policies that transform the framework into physical form.



Community Form (CF)

"The Johnstown community will evolve and grow while preserving the desirable qualities of its small town roots."



GOAL CF 1.

New development achieves the community's goals and is consistent with the Town's vision.

Building blocks. Organize land uses into a series of interdependent components: Centers, Districts, Neighborhoods, Corridors, and Parks and Greenways.

Consistency in approvals. Ensure new land uses are generally consistent with zoning, the Comprehensive Plan and other guiding documents.

Contiguous, compact pattern. Promote the efficient use of land and other resources by encouraging an orderly, contiguous pattern of compact urban development and minimizing single-use or low-density, dispersed development.

Schools. Locate new schools within neighborhoods and near Centers to encourage access on foot or by bike, and to foster a sense of community and civic responsibility. Plan for school development in relation to residential areas to minimize the need for busing.

Medical resources. Encourage the community-scale development of clinics, medical offices, small health service groups and specialty medical services centers.

Extension of public services and facilities. Direct community growth in a manner that will provide for the efficient and effective extension of public services and facilities.

Provision of infrastructure. All new development is expected to install paved streets, curbs, gutters and sidewalks, storm sewer lines, sanitary sewer lines, required water lines, and all other required services according to Town standards; and include participation in the oversizing of facilities where necessary.

Fair share of the cost of growth. Maintain current impact fees and dedication requirements which help the Town collect adequate funds for improvements such as water or sewer line oversizing, arterial streets, parks, etc.

Fiscal impact analysis. Understand the cost and benefits of annexation and new development, especially in the outlying areas. Require a Fiscal Impact Analysis for public facilities, utilities and services during the development review process. Tangible and intangible benefits that may be considered include sales tax generation, employment base expansion, surplus water rights acquisition, unique open space or recreational amenities for the Town, and utility or service upgrades or benefit to other areas of the Town.

Annexations. Proposed annexations will be considered where the following criteria can be demonstrated:

- *Location relative to the Town’s Boundary.* The annexation should be a logical, appropriately phased outward extension of the Town boundaries.
- *Mix and balance of proposed land uses, and consistency with the Comprehensive Plan.* The annexation should be consistent with the policies set forth in the Town’s Comprehensive Plan and other adopted policies.
- *Ability of the Town to provide facilities and services.* The annexation and proposed development must provide adequate urban services that are capable of being integrated into the Town’s existing or planned utility, transportation, public safety, and general services system in a financially responsible manner.
- *Cost of providing facilities and services.* The fiscal impacts of extending and providing

Town services for the life of the development will be weighed against the anticipated tax and other revenues generated from the proposed development. Necessary infrastructure improvements must not be planned, constructed, or funded in such a manner as to impose an unreasonable level of public or private debt relative to realistic build out as based upon sound demographic and growth projections annually approved by the Town.

GOAL CF 2.

Beautiful Town gateways and entries at major intersections.



Gateways. Develop a hierarchy of gateway entries to Town consisting of complementary land uses and landscapes to provide a positive and aesthetically-pleasing image to both visitors and residents (see Land Use Framework Map and Centers).

Gateway features should, at a minimum, include Town identification signage in a landscaped setting, located and sized so as to be visible to motor vehicles. Enhancements such as special lighting and public art are also encouraged where appropriate.

Private development is encouraged to assist in creating the Gateways by providing space for entry signage and by reinforcing the desired image through landscape treatment. Landmarks such as signature buildings will also reinforce the Gateways.



GOAL CF 3.

An enhanced character of developments and overall image.

Pedestrian-friendly environments. Create a more pedestrian-friendly environment through the use of shade trees, landscape buffers from traffic, and ornamental planting with year-round appeal.

Commercial and employment design. All commercial and employment development should provide a safe, healthy and aesthetically-pleasing environment that does not adversely affect surrounding areas.

Screening. Provide screening of service or loading areas, or other non-essential site features, with landscaping, screen walls, fences or other means between incompatible land uses or site areas.

Outdoor storage. Enforce existing Town ordinances regarding outdoor storage of junk,

machinery, etc. Require all permitted outdoor storage to be screened from public view.

Site and landscaping plans. Require site and landscaping plans for all proposed development, with the exception of individual single-family dwellings, that addresses walkways, parking lots, street frontage and building exteriors.

GOAL CF 4.

Encourage a sustainable environment through techniques such as water-wise landscaping and water efficient irrigation.

Water-wise landscaping. Use native, xeric vegetation and water-efficient irrigation techniques whenever possible.

Non-potable irrigation. Require irrigation with non-potable water where possible in new developments and civic areas, such as parks.

Climate control. Provide shade and climate controls through the use of deciduous trees that will provide an overhead canopy when mature.



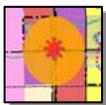
GOAL CF 5.

Collaboration with the municipalities of Berthoud, Milliken, Greeley, Windsor, Loveland, and Larimer and Weld Counties regarding land use, transportation, natural resources and development quality.

Inter-jurisdictional cooperation. Initiate communication and coordination between the Town, Counties and adjacent municipalities on projects and issues of mutual concern and promote inter-jurisdictional cooperation in planning and land use decisions.

Coordination should focus on:

- Regional transportation planning
- Land use compatibility
- Open space and wildlife protection
- Community identity
- Resource conservation
- Provision of water and sewer
- Education planning
- Economic development



Centers (CC)

“A hierarchy of mixed-use Gateway and Village Centers.”

GOAL CC 1.

Walkable, mixed-use economic centers.

Hierarchy of mixed-use centers. Create a hierarchy of mixed-use Gateway and Village Centers. Recognize that Gateway Centers along the I-25 corridor and the Downtown are the largest scale commercial areas. Establish smaller Village Centers throughout the community to ensure residents have

convenient access to jobs, retail goods and services.



Mixed-use center

Center size. Encourage centers to have sufficient critical mass and a range of goods and services. Avoid small, fragmented strip-type commercial.

Market-driven centers. Encourage mixed-use centers that will allow for the market-driven development of a wide array of retail, commercial, employment and residential land uses, and that will encourage a synergy between land uses.

Center location. Locate centers where existing economic activity, infrastructure, and regional transportation systems can be maximized.

Regional relationships. Centers will be arranged in a spatial hierarchy based upon proximity to: (a) regional transportation patterns, including rapid transit connections; (b) population density; and (c) other centers. Centers should be separated from each other by at least one mile.

Residential activity in centers. Surround centers with moderate to high density neighborhoods within a walkable distance (typically ½ mile).

Employment. Centers in combination with Districts and Downtown should form a network of employment opportunities linked by the Town's transportation system.

Gateway Center

Gateways are the recognizable entries to the community and are typically associated with the local highway and arterial corridors. Gateway locations provide opportunities to both identify the community and to promote the desired community image.

Gateway Centers mark the entryways into the Town of Johnstown. As denoted on the Land Use Framework Map, these Gateway Centers are intended to provide regional-serving retail and office uses, as well as an assortment of medium to high density housing options. Typically, the average residential density within and around the center area is 8 to 12 dwelling units per gross acre.

The mixed-use economic center could include larger economic anchors including well designed big box retail. Commercial square footage will generally exceed 200,000 square feet. The center could also include a central park or plaza. Gateway Centers will typically be a minimum of 40 acres, and should include accompanying design guidelines to ensure developments are befitting of the Town of Johnstown. Design elements should include facades treatments, landscaping, plazas, public art and other gateway elements.

Desirable Gateway Centers include I-25 interchanges and major intersections along US 34 and SH60. Gateway Centers should link to regional transit opportunities and include locations for park-and-ride and BRT facilities.



Village Center

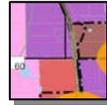
The Town of Johnstown will have a series of Village Centers so that employment and shopping opportunities are in a short distance of residents. The Land Use Framework Map shows the general locations of a number of proposed Village Centers, although this may vary as developments are proposed.

Village Centers are intended to provide sub-regional and community-serving retail and office uses, as well as an assortment of medium-density housing options. Typically, the average residential density within and around the Village Center would be 8 to 10 dwelling units per gross acre.

The Village Center could include larger economic anchors such as a grocery store. Commercial square footage will generally exceed 100,000 square feet. Civic uses, central parks and plazas, and schools should also be located within or adjacent to centers. Village Centers will typically be a minimum of 20 acres.

Village Centers should be focused around at the intersection of major roads (arterial class or greater), connected by regional trails and located so as to support, rather than preclude, the servicing by a future regional transit system.

The success of mixed-use centers, as designed, is dependent on the integration of uses within the immediate vicinity and the development of moderate to high density residential within a walkable proximity. By concentrating the retail in mixed-use centers, each is expected to achieve the critical mass needed to succeed.



Districts (DD)

“Viable commercial and employment activity centers with residential opportunities.”

GOAL DD 1.

A diversified economic base with employment opportunities available to the region.

District mix. Establish districts that include a combination of employment, commercial and commercial-mixed-use areas that diversify the Town’s economic base.

District location. Locate district land uses in locations that capitalize on the market, transportation corridors (I-25 and U.S. 34), and the provision of utilities.

Types of industry. Ensure that all industry located in districts is “clean” industry that complies with all federal and state industrial requirements and is compatible with nearby land uses.

Residential opportunities. Where appropriate, consider opportunities for residential and residential mixed-use areas near Gateway and Village Centers.

Primary jobs. Increase the number of primary jobs within Johnstown by creating an adequate supply of fully-served, entitled parcels for future commercial and light industrial development.

Districts

The Employment Districts (Employment, Commercial and Commercial-Mixed-Use) are focused on major transportation corridors that shape the location of major concentrations of retail, office and industrial uses. As illustrated on the Land Use Framework Map, districts may include centers and residential areas.

Districts provide regional, highway and auto serving commercial, office, and light-industrial uses that are dependent upon high traffic counts and volume. The flexible nature of a district allows the accommodation of manufacturing and light industry along with major big-box retailers. Siting requirements for industry should include parcel size, topography, access to rail and transportation, proximity to other like uses, land use compatibility and other infrastructure requirements.

The flexible nature of districts also allows the accommodation of human-scale areas in or along adjacent roadways. Park-n-ride and bus rapid transit facilities should be provided within districts or centers.

Districts should be focused along major highways, including I-25 and U.S. 34 and should have adequate utility and infrastructure system capacities.





Downtown (DT)

“An expanded and enhanced downtown that draws on the positive character and heritage of the original business district.”

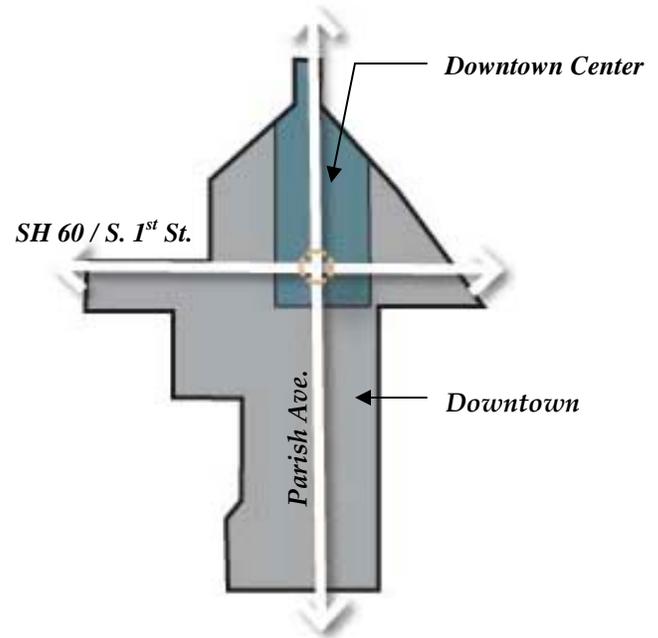
GOAL DT 1.

Reinforce and expand the Downtown as a commercial core with civic and cultural uses and complementary neighborhoods.



Downtown boundaries. The Downtown consists of the Downtown Center and surrounding area, representing the civic and commercial heart of the area, and adjacent supporting land uses. Improvements and design guidelines should plan to address the entire Downtown; additional guidelines should apply to the Downtown Center.

Downtown components. The Downtown should consist of complementing commercial areas, civic uses, neighborhoods, open space, parks and trails that together represent the heart of Johnstown. (See Downtown illustration.)



GOAL DT 2.

Expand, diversify and reinforce the Downtown Center.

Downtown Center expansion. The existing downtown represents a range of uses and contains a total of 150,000 square feet of buildings. Of this total, retail uses comprise approximately 53,000 square feet. Based on the expenditure potential of Johnstown residents, it is estimated that the community can support over 4 gross acres of new retail space by 2025. The Downtown Center should be expanded to the east, south and west sides of the current downtown historic core.

Downtown Center business types. Johnstown downtown is a historic district that has the potential to attract both local and tourist retail expenditures. However, improvements must be made to increase the attractiveness of the area while providing convenient parking. The Downtown must be made into a civic, cultural

and entertainment core. Develop downtown into a specialty retail and dining destination in conjunction with providing new households in the area.



Create anchors and catalyst projects. Create commercial anchors, consisting of larger mixed-use businesses. A desirable location could include the north end of the Downtown Center on Parish Ave. Focus efforts on key developments that provide energy to the Downtown and that represent the spirit of the plan.



Commercial character. Encourage all developments to maintain a high level of architectural and landscape quality such that the character of the historic business core is not

compromised. Storefronts need improvements to make the area more attractive to both locals and visitors as well as to encourage greater expenditures.



Downtown Center focus areas. Create a vibrant focus area (civic plaza, large commercial development, etc.) within the Downtown Center that concentrates use.

Parish Avenue. This main street should act as a “community living room”. As more development occurs and the population of Johnstown grows, ensure the Downtown can emerge as a place for civic gatherings and celebrations. Parish Ave. should activate the Downtown by concentrating development and improvements.

Downtown Center competition. The core of Johnstown should remain economically and socially healthy in the face of competition from I-25 retailers and large commercial centers in the surrounding areas. Discourage major commercial development within 1 to 2 miles of the Downtown.

Residential transition. Consider the transition from residential use to commercial and retail uses along major streets such as Parish Ave. and S.H. 60 in locations near the Downtown Center.

Home occupations. Support applications for home occupation businesses which have demonstrated that they will not have any adverse effects on the surrounding properties.

General redevelopment. Support and encourage the redevelopment and revitalization of existing areas in the Downtown Center by working with downtown development organizations and the Chamber of Commerce. Focus on areas where the community as a whole can see the benefits of redevelopment.

Industrial redevelopment. In the future, consider the redevelopment of the existing industrial uses adjacent to the Downtown Center into an expanded mixed-use commercial area.

Infill. Infill development should be encouraged to ensure an efficient use of infrastructure, to strengthen connections, and to preserve and promote the economic viability of the Downtown Center.

Redevelopment: The conversion of a building or project from an old use to a new one. Examples are the conversions of old buildings to restaurants or coffee shops or converting an old industrial complex into new commercial and housing areas.

Infill Development: A type of development occurring in established areas of the Town. Infill can occur on long-time vacant lots or on underutilized land that may have storage, temporary buildings, etc., and may involve changing the land use of a property from a less to a more intensive one.

Both strive to create more density in an area while capitalizing on existing infrastructure and connections.

New industries. Discourage industrial uses in close proximity to the Downtown.

Historic core. The historic core of Johnstown should be kept authentic and must be reinforced as the heart of the community, embodying its identity, values and energy. The Downtown should take advantage of the historic aspect of town and attempt to incorporate the rail lines – which will likely remain – as part of the character.

Signage. Emphasize the history of the Town with signage directing people toward the historic downtown. Wayfinding signage should be improved throughout Johnstown, particularly on the outer perimeter of the community (I-25 and U.S. 34).

GOAL DT 3.

Maintain downtown as the civic and cultural heart of the community.

Cluster civic uses. Cluster civic uses together and reinforce the Downtown Center as the core of the community.



Expanded civic area adjacent to the current civic uses

Town hall. A new Town Hall, if developed, should remain in close proximity to the Downtown Center and other municipal services.



New civic areas. Allow for the opportunity to develop land near the police station on Parish Ave. into mixed-use development that may include a town hall, recreation center, a community center, and civic center.

Parks and plaza. New parks, a plaza, and other gathering spaces should be planned for the Downtown. These could include places for the farmers market and other Downtown events. Existing parks could also be redeveloped to reflect the regional importance of Downtown.

**GOAL DT 4.**

Introduce complementary residential areas into the downtown area.

Downtown residential areas. The existing Downtown is a vibrant and authentic core of the community that will face increasing competition and pressure from new retail development along I-25 and U.S. 34. Given the projected growth of the Johnstown community, additional new households will support additional retail. Average densities in the near

Downtown should be 8 to 10 dwelling units per acre.

New residential areas in the Downtown Center should be of a higher density to encourage more efficient use of infrastructure and to support economic growth. Densities in the Downtown Center should be an average of at least 10 to 16 dwelling units per acre.

Housing types and character. Encourage a mix of housing types in the Downtown, including multi-family, town homes, patio homes and smaller lot single family residences. Design of new residential areas should be complementary in design, scale, massing and construction to create a cohesive, expanded Downtown.



Mixed-use residential



Townhomes



Traditional neighborhood design

Housing locations. Support the Downtown Center by creating new residential areas to the north and south. These areas should be connected by trails and be in close proximity to a transit transfer center that would connect to regional BRT transit on I-25.

GOAL DT 5.

Enhance existing and create new pedestrian connections to downtown.

Pedestrian walkways. Creating walkway connections improves the attractiveness and ease of use of Downtown and core commercial areas. Making these spaces pedestrian friendly

increases the retail expenditures of locals and potentially attracts tourist dollars to the area.



Sidewalks. Construct adequately wide sidewalks on streets that currently do not have sidewalks. Connect the new and old sections of Downtown with bike paths and wide sidewalks. The Downtown sidewalks and intersections should be landscaped, and the Downtown streetscape should be improved.

New trail connections. New trails should connect the Downtown Center to adjacent residential areas, civic areas and the regional trail system location along the rivers to the north and south.



Parking. A net increase of parking is vital to the Downtown and should be achieved in the near future using street rights-of-way and surface lots. As the Downtown Center grows, parking structures should be considered to preserve land for retail space.

Charlotte St. and Parish Ave. Enhance the Charlotte St. streetscape to improve pedestrian connections from Parish Park to Parish Ave. and the Downtown Center.

Cross-walks. Consider enhanced pedestrian cross-walks in areas of high pedestrian traffic to promote safer pedestrian-vehicle interactions.



GOAL DT 6.

Reinforce the character of downtown by constructing streetscape and other public improvements, and also by promoting complementary private streetscape and design improvements.



Streetscape character. Introduce streetscape improvements such as street trees, decorative street lights, decorative paving and street furniture, such as benches, trash receptacles, ash urns and planters.

Parish Ave. streetscape. Improve and enhance Parish Ave. and other major facilities in the Downtown Center including curbs and gutters, decorative sidewalks, street trees, benches, raised cross walks, pedestrian-scale lighting, and site furniture. The streetscape should include common design elements from north to south, connecting the Downtown.



Street trees

Pedestrian lighting

Design guidelines. Continue to implement design guidelines in the Downtown Center.

Public involvement. Work with Downtown businesses, property owners and citizens to develop a strategy and design approach for Downtown that includes public improvements and encourages private investment.

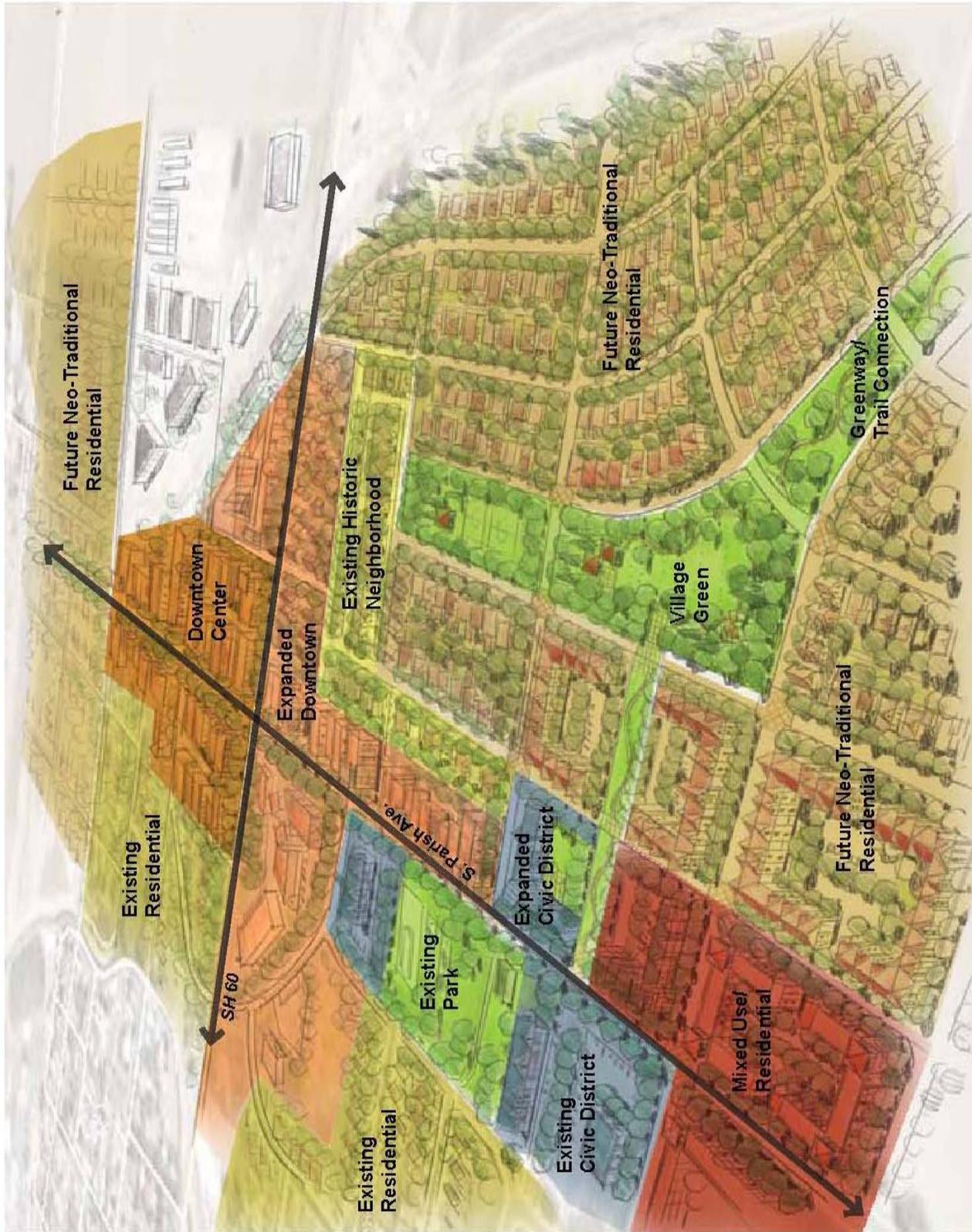
Utilities. Where feasible, bury overhead utilities to improve the visual quality of Downtown.



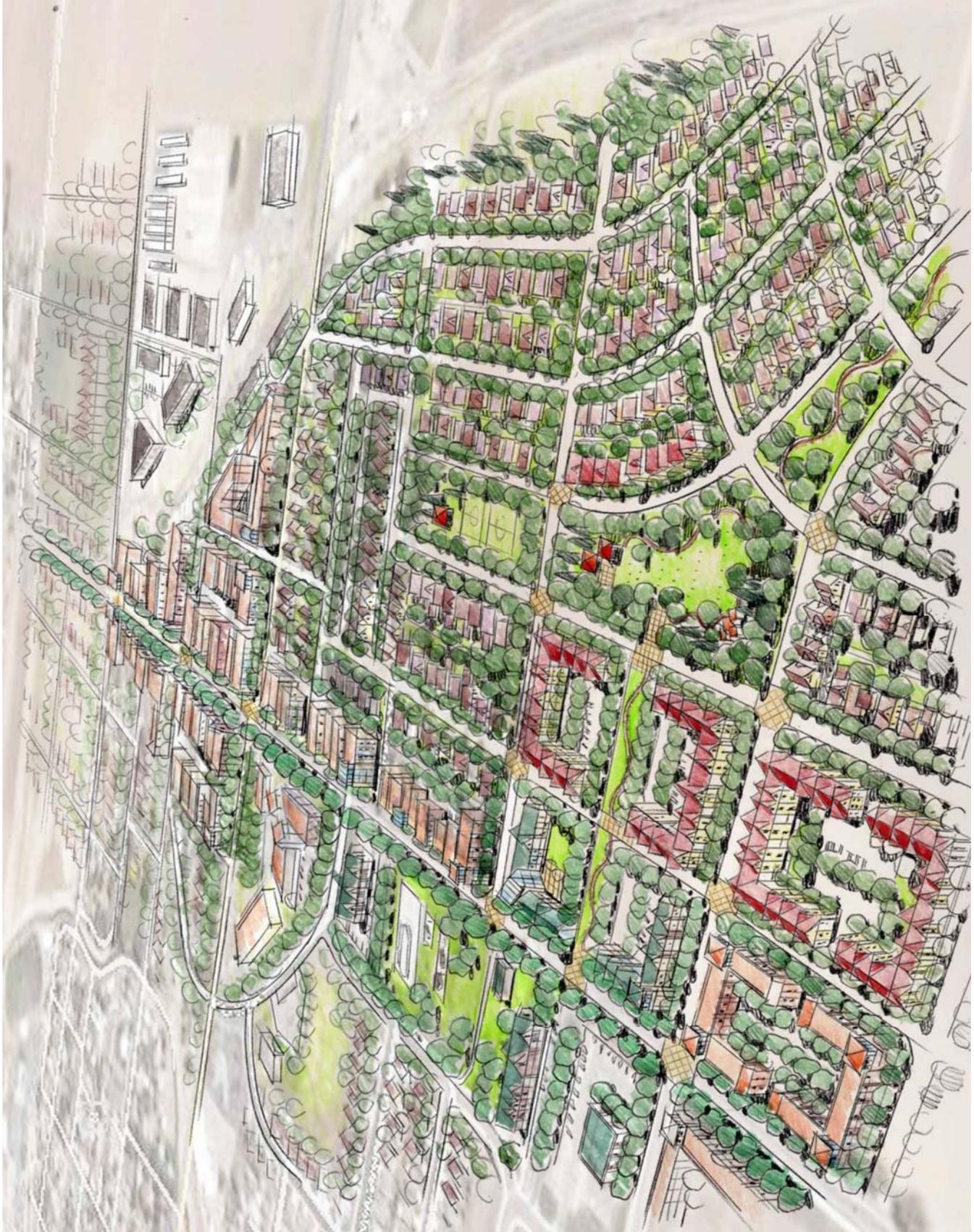
Decorative paving



Decorative bench



Johnstown Downtown Illustrative Components. View Looking Northwest.



Johnstown Downtown Illustration. View Looking Northwest.



Neighborhoods (NH)

“Enduring neighborhoods that are based on the best attributes of our traditional neighborhoods.”

GOAL NH 1.

A diversity of housing types to support the housing needs of a diverse population.

Neighborhood types. New neighborhoods will predominantly be estate, low density, and medium to high density neighborhoods located within or in close proximity to mixed-use centers, districts and Downtown.

Life-stage housing types. Plan for housing suitable for different stages of life, including smaller, more affordable units for first-time buyers, singles, young couples, families, and older homeowners, as well as opportunities for senior citizen housing and long-term care/assisted living facilities.

Location and proximity. The appropriate type of new neighborhoods will be determined by their proximity to retail centers, employment and commercial areas, educational facilities, and open spaces, in addition to their effects on existing infrastructure and traffic.

Housing diversity distribution. Encourage builders and developers to use their ingenuity to combine a variety of housing types at a compatible scale and character within the same attractive neighborhood. As the acreage of the residential project increases, the number of housing types within it will also increase.

Estate Residential Neighborhoods

Estate Neighborhoods will provide for large-lot estates, horse properties, and cluster development, averaging between 0 to 2 dwelling units per acre (du/ac). Clustered development patterns, or smaller lot sizes offset by a contiguous open space network within the development, are encouraged in estate neighborhoods. Gated neighborhoods will not be allowed to keep all parts of the community accessible to all citizens. Complementary uses include parks, agriculture, and open space uses.



GOAL NH 2.

A fabric of complete mixed-use neighborhoods that provide a full range of local services.

Full range of services. New residential development will be focused into a series of mixed-use neighborhoods that are in close proximity to a full range of complementary, local-serving commercial, civic, and recreational uses.

Low Density Neighborhoods

Low Density Neighborhoods will be the predominant form of new neighborhoods and will include single-family detached homes, single-family attached homes, patio homes, and accessory dwelling units. Gross density should average 3-4 du/ac.



Medium Density Neighborhoods

Medium Density Neighborhoods will provide a wide variety of types, such as single-family homes, patio homes, duplexes, accessory dwelling units, and townhomes. Medium Density Neighborhoods should be located near Downtown, districts, and centers. Medium Density Neighborhoods will average 6 to 8 du/ac.



High Density Neighborhoods

High Density Neighborhoods will offer the widest variety of single-family homes, patio homes, duplexes, accessory dwelling units, townhomes, row housing, condominiums, group homes, live-work units, and apartments to meet the needs of a diverse population and varying lifestyles.

High density development with an average between 10 and 16 du/ac is encouraged in or within walking distance of mixed-use centers, along major arterials, or as a transition between non-residential and low density residential developments. High density neighborhoods above 12 du/ac should be located at Gateway and Village mixed-use Centers and along transit routes and major arterials. Residential uses above commercial uses are encouraged in the Downtown Center and in new mixed-use centers. Generally, traffic generated from High Density Neighborhoods should not be required to travel through less dense residential neighborhoods to gain access to the primary street system.



GOAL NH 3.

Maximize existing services and infrastructure in making decisions regarding residential land uses designated on Land Use Framework Map.

Analyze effects. Anticipated potential impacts on the level of services will be a criterion when reviewing requests for changes in land use designations.

Contiguous pattern. All future residential growth will be within or contiguous to the existing Town limits.

Downtown Center viability. Include a variety of land use densities in each residential neighborhood adjacent to the core of the original Town.

GOAL NH 4.

High-quality, distinctive and enduring neighborhoods.

Traditional neighborhood patterns. Extend to new neighborhoods the traditional residential pattern of the Downtown Center which is identified by gridded, tree-lined streets, alley-loaded garages and distinctive architecture.



Design guidelines. Follow the Johnstown Design Guidelines in determining the look and feel of new neighborhoods.

Natural features. New neighborhoods will respond to a wide range of natural features, such as ditches, creeks, wetlands and unique native vegetation, thereby conserving and accentuating them through sensitive site planning, building placement or other

measures.

Recreation. Parks, squares, playfields, gardens and greenways will be included in new neighborhoods.

GOAL NH 5.

Protect and enhance the residential character of existing neighborhoods.

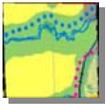
Incompatible encroachment. Protect existing residential neighborhoods from incompatible encroachment through the use of sound planning, zoning and other regulations designed to accomplish same. Discourage spot zoning, i.e., major changes in density and uses.

Historic preservation. Encourage preservation, renovation and the adaptive re-use of historical structures.



Transitions between residential and non-residential uses. Minimize the impacts of non-residential uses between residential areas and other types of land use by utilizing landscape buffers or screening at appropriate scales.

Interconnected designs. Neighborhood design efforts among separate adjoining development parcels will demonstrate integration with existing neighborhoods by incorporating existing streets, schools, parks and open space networks. Where a pattern of streets and outdoor spaces is already established, the development proposal will continue and extend the pattern.



Parks and Greenways (PG)

“Parks, trails, and open space areas that protect our natural resources and create places for families to recreate.”



GOAL PG 1.

Maintain and implement a parks, recreation, open space and trails plan.

Trail system. Establish a safe and comprehensive trail system that provides regional connections and links neighborhoods, centers, and the Downtown.

Environmental education. Incorporate opportunities for environmental education in

the design of parks, trails, and open space.

Recreation center. Cooperate with the Recreation District and various interest groups to plan, fund and develop a recreation center or centers that will serve the needs of the community.

Intergovernmental collaboration. Work with neighboring cities, towns and counties, with the input of private property owners, to preserve and dedicate open space and greenway corridors.

GOAL PG 2.

Provide a variety of recreational opportunities for all ages and abilities that will draw the community together.

Park development. Develop and maintain pocket parks, neighborhood parks, community parks, regional parks and linear parks that will serve the present and future needs of the community.



Trail development. Develop a robust on-street and off-street trail system that connects centers, neighborhoods and the Downtown.

Multifaceted facilities. Develop parks as integral parts of public facilities, such as schools, libraries, or civic buildings.

Parks, trails and recreation master plan.

Ensure that all new parks follow the *Johnstown-Milliken Parks, Trails, Recreation, and Open Space Master Plan* in locating parks and in their design standards.

Trailheads. Include trailheads in parks that are located near neighborhood, river corridor or regional trails.

ADA compliance. Design parks and recreation areas in compliance with current Americans with Disabilities Act standards and requirements.

Multi-purpose recreation area. Encourage the development of a multi-purpose recreational area or park that can accommodate large group picnics, concerts, farmer’s markets, festivals, and community-wide events.

Storm drainage dedication. The Town should not take dedication of any “storm drainages” that do not meet Town standards for dedicated parks and recreation land.

GOAL PG 3.

Preserve wetlands, wildlife habitats and natural areas, especially in conjunction with development along the Little and Big Thompson river corridors.

Sensitive natural features. Designate and preserve important wildlife habitat, view corridors and community gateways.



Natural environment. Protect and enhance the integrity and quality of the natural environment.



Multi-Modal Corridors (MC)

“Multi-modal corridors that integrate neighborhoods and activity centers within the community and region.”

GOAL MC 1.

A transportation plan that recognizes the interrelationships between land use and transportation and supports as well as complements the Town’s land use, economic and development plans.

Transportation plan. Implement the Johnstown Transportation Plan, and review and update it on a regular basis.

GOAL MC 2.

An adequate, efficient, safe and comprehensive transportation system integrating all modes of transportation.

Truck routes. Restrict heavy, through-truck traffic away from the Downtown Center, and Parish Ave. in particular, to appropriate routes that generate the least amount of visual, environmental and traffic impacts on the community.

Alternatives to the automobile. Plan and design a transportation system that separates and encourages different modes of transportation, including vehicular, bicycle, equestrian and pedestrian.



Bikeways and sidewalks. Encourage developers to provide bikeways and sidewalks in new developments.

Bicycle transportation plan. Prepare and adopt a bicycle transportation plan that designates on and off-street bikeways connecting all town activity centers.

Trail opportunities. Where feasible, utilize street and ditch right-of-ways and abandoned railroad tracks for bicycle and pedestrian routes.

Pedestrian barriers. Remove or reduce barriers that divide the connectivity of the community and that separate neighborhoods.

Truck access. Establish a system of controlling semi-truck access into and through Johnstown.

GOAL MC 2.

Major corridors such as I-25 and US 34 should sensitively blend transportation, land use and aesthetic elements.

Landscape areas. Provide enhanced landscaped open areas, highlight natural areas and utilize noticeably varied building and parking setbacks.

Building scale and placement. Varied building scale and placement is encouraged to afford opportunities for views of the Rocky Mountains, including Longs Peak on the west side of I-25.

Signage. Signage programs and designs along the corridor should be especially image conscious. The Town supports the Tourist Oriented Development signage (blue signs) along the highways as the signs promote local businesses and reduce the need for very large signage.

GOAL MC 3.

Explore opportunities for the community, and especially transit-dependent citizens, to

utilize mass transportation for community and regional travel.

Regional transit. Work closely with regional agencies and adjacent communities to develop a coordinated transportation system.

Regional connections. Connection to regional transit systems should be developed, including transfer centers and parking areas.

Multi-Modal Corridors

As villages became formal cities, the basic functional street – the passageway - has played a critical part of public open space, becoming a gathering place, and a place to view the features and character of the city. While the mode of travel has broadened the passageway, the corridor experience is still important for residents and visitors and remains a visible indicator of a community’s image and livability.

Corridors can afford travelers a visual experience that relates to the community and the development, through landscaping, highway and private signs, light fixtures, street furniture, walkways and bikeways, and utilities, as well as the roadways themselves. A corridor image that is deliberately designed for a desired appearance becomes a recognizable Town feature while reinforcing the vehicular circulation system and reducing potential safety conflicts.

Johnstown has annexed a five-mile segment of I-25 from Hwy 56 to US 34, including all or part of four Interchanges and land next to the regionally significant I-25/ US 34 Interchange. Other unincorporated properties along both highways may annex to the Town in the future. These corridors will represent part of Johnstown’s identity, image and character to the North Front Range region. As the corridors develop, the quality of design of each development plays a very critical role in the final look of the Town’s “front door”.



CHAPTER 4. Function





Function

Chapter 4 translates the vision into a reality by discussing the necessary steps to ensure that the Plan functions as intended.



INTRODUCTION

The vision has been defined, and now Johnstown must turn its attention to implementation. Presented in this Chapter is a discussion of the largest action items necessary to implement each of the elements of the Town's land use framework. The information presented is designed to provide a range of actions for consideration; however, no one step will effectively achieve the Plan. Instead, development will be dependent on a series of actions. Each successful action will send a message that the community is making positive strides toward achieving its ultimate vision.



COMMUNITY FORM

A well-planned community will allow for the efficient provision of infrastructure. Developments requiring the

procurement of infrastructure are only viable when a return on their costs is realized both from a public and private perspective.

In order to be successful in providing services, a community's build-out must also carefully balance land uses such that revenue-using development (residential) is offset by revenue-producing development (non-residential). Strategies include:

- Work with landowners to annex all lands within the Planning Area.
- Develop and adopt a prototype Gateway design.
- Identify outlying parcels that may require a Fiscal Impact Analysis pertaining to public facilities, utilities and services during the development review process.
- Review and revise the Town's system of impact fees on a regular basis to ensure that anticipated costs and values are always current.
- Maintain a Capital Improvements Program that accurately represents short-term needs and provides for the timing of Town expenditures for capital improvements.
- Maintain clear standards identifying the responsibility of the developer, the time frame in which the developer must carry out the responsibility, the extent to which the Town will participate in oversizing or off-site facilities, and what

type of financial guarantees will be required.

- Promote property maintenance and enforce local codes.
- Review and revise permit fees, both increases and decreases, so that they reflect the true cost of development.
- Continue to support economic development by working with the Northern Colorado Economic Development Corporation and/or consider hiring an economic development staff person within the Town.
- Create subarea plans that are components of the Johnstown Area Comprehensive Plan that provide more detail for specific areas within areas of the community.



CENTERS

The development of Centers is based on the concept that investment should be concentrated at select nodes in an effort to most effectively leverage private investment. These nodes of development serve as catalysts when compatible and similar uses located in close proximity result in the creation of a “place” and a destination for vehicles and pedestrians. When uses such as retail are dispersed, their impact is diluted and the frequency of single purchase trips increases.

There will be an increasing need for Village Centers to serve the needs of future residents. Strategic placement of these Centers is crucial, as some roadways and areas are better suited for these than others. There is potential to over-saturate the market with commercial uses, and the community should strive to concentrate commercial development within successful, well planned Centers.

Strategies to support Centers include:

- Promote development of designated mixed-use centers.
- Identify the optimal locations for Village Centers based on an evaluation of retail expenditure potentials.
- Actively seek new employers appropriate for the both Gateway and Village Centers.
- Support flexible and creative zoning classifications that reflect land uses outlined in the Comprehensive Plan.
- Develop use by-right definitions and/or performance standards to enable the centers to be developed in accordance with the Plan’s vision.
- Collaborate with regional colleges to provide employee training opportunities locally.



DISTRICTS

The opportunity to create Districts will drive retail and employment opportunities and diversify the Johnstown economy. The constraints to Johnstown's opportunities are represented by competing communities along the I-25 corridor both north and south of Johnstown's planning boundary. To increase Johnstown's competitive positions, the following actions should be considered:

- Create an adequate supply of fully-served, entitled parcels for future commercial, light industrial and mixed-use development.
- Create performance criteria for Districts along the I-25 corridor that balances residential and commercial uses.
- Ensure compatibility between uses within Districts by developing flexible standards that establish buffers.
- Allow for both commercial and residential development while allocating portions of each District for the eventual development of the other. Aim for equilibrium.



DOWNTOWN

Johnstown's Downtown has significant opportunities in its future, and with those come challenges. The community is projected to grow substantially and Downtown businesses can potentially capture additional expenditure potential by improving the character and broadening the

tenant mix.

The Comprehensive Plan identifies the historic Downtown as a "Center" and calls for a number of improvements. The goal is to improve commercial viability by expanding the customer base. Additional commercial activity, and the tax revenues it generates, can then be used to further improve Downtown. Already strong occupancy rates are an asset and new retail development has a proven track record for quick absorption. Strengthening the Downtown will position it to better compete with centers along I-25 and US 34 while retaining the historic and rural character of the town.

To achieve this vision, the community must recognize the needs and embrace the opportunities for Downtown. Without action, Downtown will continue to lose market share to more competitive retail centers on the periphery of the community. The collective improvement in overall appeal of the downtown area requires tenant and property owner buy-in and a willingness of Johnstown residents to accept change. A specific challenge is to establish Downtown as a destination, which will require well-planned, cohesive improvements. Parking needs must also be addressed in advance to increase the overall success of Downtown. Key strategies for Downtown are discussed below:

- Form a Downtown/Commercial land use committee of interested citizens with a Town Board liaison to implement the changes identified in the Plan.

- Identify funding sources for infrastructure and streetscape improvements to support the economic expansion of Downtown.
- Create design guidelines for Downtown linking areas in a unifying manner.
- Establish Downtown-specific appearance guidelines to promote Downtown as a retail, office and entertainment center for the community.
- Establish a sub-area plan for large tracts of land and undeveloped parcels located within a ½ mile radius of Parish Avenue and SH 60.
- Work with business owners and citizens to prepare and implement a Capital Improvements Plan (CIP). Identify the estimated costs and year of installation.
- Explore public financing tools to fund Downtown development projects, improvements, and maintenance, including new parking.
- Review options for Downtown expansion as identified in goals DT 1 through DT 6 and select the options that best reflect community directives.
- Expand the supply of parking Downtown. Identify potential sites, including both public and private land that could serve as future surface parking lots.
- Fund a “Way-finding Program” that

includes signage on I-25 and US 34 directing traffic toward Downtown.

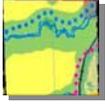


NEIGHBORHOODS

The Town of Johnstown should continue to preserve and enhance existing neighborhoods while fostering the creation of new ones. Key new neighborhoods should be located near commercial centers, and within districts and Downtown. New neighborhoods, within walking distance of these commercial areas, will help ensure their success and create a vibrant environment. Key strategies for implementation include:

- Revise regulations to promote a greater variety of residential products.
- Promote mixed-use development within centers, districts and the Downtown Center.
- Encourage the introduction of higher density residential development within centers, districts and Downtown.
- Create performance standards for districts and mixed-use areas.
- Modify zoning to reflect mixed-use areas.
- Promote Traditional Neighborhood Design principles including the creation of walkable communities.
- Promote maintenance and renewal of existing neighborhoods through capital

improvements, new facilities, and code enforcement.



PARKS AND GREENWAYS

Parks, trails and open space provide the foundation for recreational

opportunities in the community. A key challenge for the Town of Johnstown is to create appropriate edges to the Town, preserve important natural resources and provide access to the community to enjoy these assets. Key locations in the Town will include some of the characteristics of smart growth, including clustered residential development and the preservation of rural and natural features. Potential strategies include:

- Identify strategic lands that serve as community separators for land conservation measures. These areas should be as large as possible and could include low intensity residential development, undeveloped lands, and natural and rural landscapes.
- Use incentives, Transfer of Development Rights, or the creation of a new zoning category to encourage alternative development patterns, such as clustered development. Clustered residential development encourages the close grouping of units, so that large portions of the parcel may remain as undeveloped open lands – thus preserving a sense of openness and maintaining important visual and natural resources.
- Establish a Johnstown Parks and Recreation Master Plan in 2008.
- Maintain a system of adequate park impact fees to help fund acquisition and development of parks and open space.
- Preserve key lands that are sensitive (wildlife corridors), hazardous (floodplain) or contribute to recreation amenities (parks, trail heads and greenways) through the purchase of land, development rights, or conservation easements and/or other measures such as land use planning or development regulations.
- Ensure that new developments build neighborhood parks and trails as early as possible.
- Determine the general maintenance costs for parks, trails, open space and recreation areas to assist with long-term maintenance budgeting.
- Establish a Capital Improvements Program for new community parks, ball fields, and other active recreation facilities.
- Develop cooperative partnerships with businesses, service groups and organizations, landowners and developers to assist with implementation of new facilities.
- Maintain a regulation setting forth requirements for park site dedication or cash-in-lieu to ensure availability of

funds for the acquisition and development of appropriate land for park and recreation sites.

- Explore additional funding opportunities, such as grants, corporate sponsorship, and other means to help implement the plan.
- Identify specific trail alignments and parks ahead of development. Require the dedication of primary trail easements and connections to a larger trail system.
- Provide links to on and off-street trails that connect to major recreation, civic, commercial and residential areas.



MULTI-MODAL CORRIDORS

Implementing multi-modal corridors ensures a viable and economically sound transportation system within Johnstown. This provides a variety of convenient transportation options. The corridor system should be tied into the regional transportation system in a cohesive manner. The following strategies should be considered:

- Promote compact growth to set the stage for transit options.
- Develop and implement pedestrian crossing improvements at major thoroughfares.
- Establish a local bus system as soon as

feasible.

- Promote future local stops and links to regional transit.
- Encourage connection between Village Centers, neighborhoods and Downtown through trails and promote alternative transportation means.
- Prepare and annually update a five-year capital improvement program (CIP) that lists public improvement projects required to upgrade existing streets and sidewalks. Implement the first year of the program with the annual budget.
- Investigate changes and improvements to the Johnson's Corner interchange on I-25.
- Adopt a Town-wide access control policy.
- Establish street standards for all new development including street widths, sidewalks and bicycle lanes.
- Require developments to participate in street widening activities by providing the necessary improvements to their property.
- Investigate funding mechanisms for future transportation improvements.
- Require new development to provide a traffic impact study analyzing requirements for internal roads and the

impacts to existing roads and intersections.

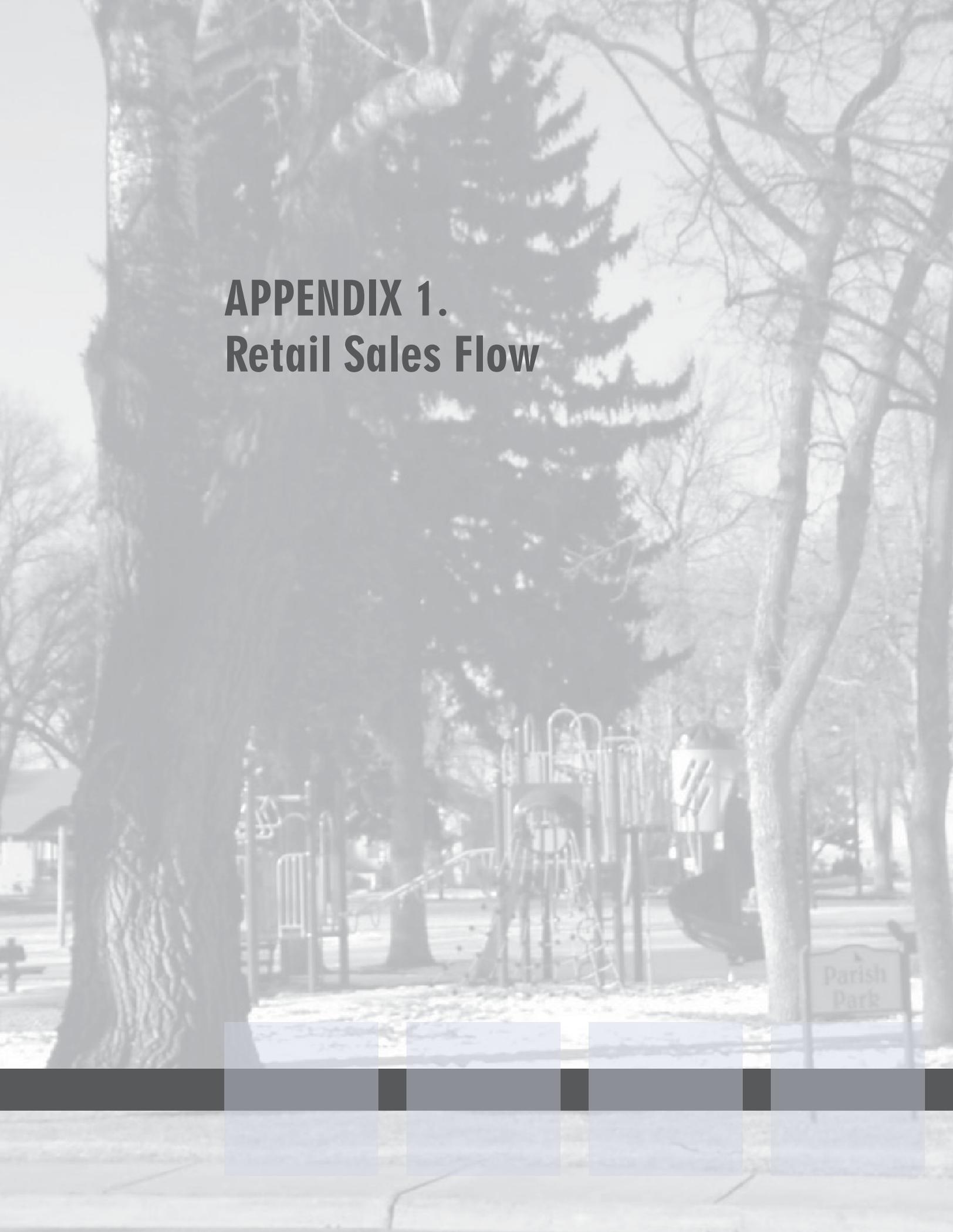
- Identify convenient locations for park and ride commuter lots and bus rapid transit (BRT) transfer areas. Evaluate the feasibility of a BRT transfer station in the Johnstown downtown.
- Enter into discussions and agreements with new and existing industries to redirect their truck traffic away from the Downtown Center to appropriate routes that generate the least amount of visual, environmental and traffic impacts on the community.
- Work with the North Front Range Metropolitan Planning Organization, Windsor, Milliken and other municipalities to plan for future regional transit options.

SUMMARY

Over the next decade, the community will reflect on their decisions. Each time Johnstown ponders the past, present and future, the Vision presented in the Comprehensive Plan should be used to measure success. This would be an appropriate time for the decision-makers to ask the hard questions, including whether the Town of Johnstown:

- Continues to preserve its rural and small-town values?
- Is comprised of family-oriented neighborhoods?
- Centers on a vibrant Downtown?
- Employs its citizens in walkable districts and centers?
- Is connected by a park and greenway system that also protects natural resources?
- Includes a multi-modal transportation system?

By asking and responding to these questions, the Johnstown Area Comprehensive Plan will continue to provide predictability, balance and flexibility for the community.

A grayscale photograph of a park. In the foreground, a large tree trunk is on the left. In the middle ground, there is a playground with various structures like slides and climbing equipment. A sign in the lower right corner reads "Parish Park". The background shows more trees and a clear sky.

APPENDIX 1. Retail Sales Flow



Retail Sales Flow

Appendix I describes the market conditions of the Town of Johnstown.

JOHNSTOWN RETAIL SALES FLOW

The purpose of this section is to evaluate the future supportable retail sales for downtown Johnstown. As part of the analysis, a series of estimates have been completed, including sales inflows, outflows, and over expenditure potentials based on different growth projections.

Census-Based Resident Expenditures

Retail expenditures can be estimated based on the percent of total personal income (TPI) spent by store type from local residents. Total 2005 personal income in the Johnstown area is estimated at \$317.1 million based on 4,833

households multiplied by an average per capita income of \$65,611 as shown in Table 1. The trade area for this analysis is generally the Johnstown planning area, except for the portions within 1.5 miles of I-25, as it is expected that households residing in that corridor will shop outside downtown Johnstown. Total households within this trade area are projected to grow by almost 1,900 from 2005 to 2015.

As a subset of the larger Johnstown trade area, the analysis evaluates the subarea within one half mile of Downtown Johnstown, and has projected a growth rate of 750 homes per ten year period, or approximately 75 houses per year over 30 years, from 2005 through 2035. This adds an additional \$49.2 million over ten years, at an average per capita income of \$65,611.

The net change in households to Johnstown is

Table 1
Current and Future Total Potential Income (TPI)
Johnstown Comprehensive Plan

Geography	2005	2015	2025	2035	Change 2005 - 2035			
					2005-2015	2015-2025	2025-2035	Total
Trade Area								
Households within Trade Area	4,833	6,720	8,979	11,286	1,887	2,259	2,307	6,453
Avg. HH Income	\$65,611	\$65,611	\$65,611	\$65,611	---	---	---	---
Total Income (\$000)	\$317,098	\$440,906	\$589,121	\$740,486	\$123,808	\$148,215	\$151,365	\$423,388
Downtown								
Households within Downtown Area	0	750	1500	2250	750	750	750	2250
Ave. HH Income	\$65,611	\$65,611	\$65,611	\$65,611	---	---	---	---
Total Downtown Income (\$000)	\$0	\$49,208	\$98,417	\$147,625	\$49,208	\$49,208	\$49,208	\$147,625

Note: TPI is calculated as Households x Average Household Income for the Johnstown Trade Area

Avg. Household Income for Johnstown in 2005

Source: North Front Range Council of Governments; Economic & Planning Systems

H:\16821-Johnstown Comp Plan\Data\16821-IOFlow-9-7-06.xls\1-TPI

1,887 plus 750, or 2,637 from 2005 to 2015. This results in a net change in income to the town of Johnstown of \$123.8 million plus \$49.2 million, or \$173.0 million for the same ten year period.

A total of 34.5 percent of TPI is estimated to be spent in retail stores. The resulting expenditures total \$109.5 million by Johnstown residents in 2005 as shown in Table 2. The percent of TPI spent by store type is a national standard for spending patterns. The resident expenditure potentials include purchases made in Johnstown as well as those made elsewhere or through e-commerce (or not made at all due to the lack of store opportunities).

Table 2 also shows the expenditure potential from the additional Downtown household

growth. These 750 new homes every ten years, within ½ mile of Downtown, add to the total expenditures by approximately \$17.0 million in 2015.

Supportable New Retail Space

All retail trade areas experience some degree of leakage in retail expenditures. Because the Town does not see 100 percent of its residents spending 100 percent of their incomes within the Town of Johnstown, leakage occurs as residents spend some portion of their dollars outside of the town itself. Retail outflow or leakage can be estimated by subtracting Local Capture from Resident Expenditure Potential. This Local Capture is the amount of money the residents of Johnstown spend within town borders. It is estimated that almost 86 percent of local expenditures are made outside of

**Table 2
2005 Retail Expenditures by Location
Johnstown Comprehensive Plan**

Store Type	% of TPI	Johnstown Trade Area Exp. Potential (\$000s)				Downtown Exp. Potential (\$000s)			
		2005	2015	2025	2035	2005	2015	2025	2035
Convenience Goods									
Supermarkets	6.0%	\$19,111	26,573	35,506	44,629	\$0	2,966	5,932	8,897
Convenience Stores	2.7%	8,707	12,107	16,177	20,333	0	1,351	2,702	4,054
Beer, Wine, & Liquor Stores	0.8%	2,655	3,692	4,933	6,200	0	412	824	1,236
Health and Personal Care	1.4%	4,450	6,188	8,268	10,392	0	691	1,381	2,072
Total Convenience Goods	11.0%	34,924	48,560	64,884	81,554	0	5,420	10,839	16,259
Shopper's Goods									
<u>General Merchandise</u>									
Department Stores	2.7%	8,460	11,763	15,717	19,755	0	1,313	2,626	3,938
Discount Department Stores	1.6%	5,033	6,998	9,350	11,753	0	781	1,562	2,343
Other General Merchandise Stores	3.9%	12,288	17,086	22,830	28,695	0	1,907	3,814	5,721
Warehouse Clubs & Supercenters	3.5%	10,960	15,240	20,363	25,595	0	1,701	3,402	5,103
All Other General Merchandise Stores	0.4%	1,328	1,846	2,467	3,101	0	206	412	618
Total General Merchandise	6.5%	20,748	28,849	38,547	48,451	0	3,220	6,439	9,659
<u>Other Shoppers Goods</u>									
Clothing & Accessories	2.1%	6,506	9,046	12,087	15,193	0	1,010	2,019	3,029
Furniture & Home Furnishings	1.6%	5,095	7,084	9,466	11,898	0	791	1,581	2,372
Sporting Goods, Hobby, Book, & Music Stores	1.5%	4,871	6,773	9,050	11,375	0	756	1,512	2,268
Miscellaneous Retail (incl. electronics and appl.)	2.8%	8,764	12,186	16,282	20,466	0	1,360	2,720	4,080
Electronics & Appliances	1.3%	4,046	5,625	7,516	9,448	0	628	1,256	1,884
Total Shopper's Goods	14.5%	45,984	63,938	85,432	107,382	0	7,136	14,272	21,408
Eating and Drinking	5.2%	16,489	22,927	30,634	38,505	0	2,559	5,118	7,676
Building Material/Hardware/Garden	3.8%	12,144	16,885	22,562	28,358	0	1,885	3,769	5,654
Total Retail Goods	34.5%	\$109,541	\$152,311	\$203,511	\$255,800	\$0	\$16,999	\$33,998	\$50,997

Source: 2002 Census of Retail Trade; ; Economic & Planning Systems
Note: Totals as displayed may not reconcile due to spreadsheet rounding.
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Johnstown based on statewide retail expenditure patterns. The largest outflows are in Shoppers Goods estimated at 98 percent, including General Merchandise and Clothing stores. There is also substantial outflow in the Building Materials category estimated at 92 percent.

Existing sales leakage plus the expenditure potentials attributable to new residential growth represents the amount of potential sales available in the form of supportable floor area. New retail sales potentials for the Johnstown Trade Area are estimated in Table 3 below. Using annual industry sales averages by store category based on the Dollars and Cents of Shopping Centers published by the Urban Land Institute, sales potentials can be

converted into square feet of supportable space as shown.

A critical step in the evaluation process is provided below in Table 4, which calibrates the capture rate by type of retail good to the local Johnstown context. Based on the overall performance of existing stores, approximately 15 percent of local expenditures are captured by local stores. In some cases, the local capture will reach as high as 40 percent for certain merchandise such as Wine & Liquor. Other types of convenience goods, such as super market sales, should capture 20 percent of local expenditure potential. Shoppers goods are expected to range from 0 to 10 percent capture. Based on the range of capture rates applied against the potential supportable square

Table 3
Supportable New Johnstown Trade Area Retail Space, 2005-2035
Johnstown Comprehensive Plan

Store Type	\$ Per Sq. Ft.	Trade Area Supportable Sq. Ft.				Trade Area Net New Demand (100% Cap.)			
		2005	2015	2025	2035	2005-2015	2015-2025	2025-2035	Total
Net New Households within Trade Area						1,887	2,259	2,307	6,453
Convenience Goods									
Supermarkets	\$400	47,778	66,433	88,765	111,572	18,655	22,332	22,807	63,794
Convenience Stores	350	24,878	34,591	46,220	58,095	9,713	11,628	11,875	33,217
Beer, Wine, & Liquor Stores	250	10,621	14,767	19,732	24,801	4,147	4,964	5,070	14,181
Health and Personal Care	350	<u>12,715</u>	<u>17,679</u>	<u>23,622</u>	<u>29,691</u>	<u>4,964</u>	<u>5,943</u>	<u>6,069</u>	<u>16,977</u>
Total Convenience Goods		95,992	133,471	178,338	224,159	37,479	44,868	45,821	128,168
Shopper's Goods									
General Merchandise									
Department Stores	250	33,839	47,051	62,868	79,020	13,212	15,817	16,153	45,182
Discount Department Stores	350	14,380	19,994	26,715	33,580	5,614	6,721	6,864	19,200
Other General Merchandise Stores		36,627	50,927	68,047	85,531	14,301	17,120	17,484	48,904
Warehouse Clubs & Supercenters	350	31,315	43,542	58,179	73,128	12,227	14,637	14,948	41,812
All Other General Merchandise Stores	250	<u>5,311</u>	<u>7,385</u>	<u>9,868</u>	<u>12,403</u>	<u>2,074</u>	<u>2,483</u>	<u>2,535</u>	<u>7,092</u>
Total General Merchandise		70,466	97,978	130,915	164,551	27,513	32,937	33,636	\$94,086
Other Shoppers Goods									
Clothing & Accessories	250	26,025	36,186	48,350	60,772	10,161	12,164	12,423	34,748
Furniture & Home Furnishings	200	25,475	35,422	47,329	59,490	9,947	11,907	12,160	34,015
Sporting Goods, Hobby, Book, & Music Stores	200	24,355	33,865	45,249	56,874	9,509	11,384	11,626	32,519
Miscellaneous Retail (incl. electronics and appl.)	200	43,820	60,929	81,411	102,328	17,109	20,482	20,917	58,508
Electronics & Appliances	250	<u>16,183</u>	<u>22,502</u>	<u>30,066</u>	<u>37,791</u>	<u>6,319</u>	<u>7,564</u>	<u>7,725</u>	<u>21,608</u>
Total Shopper's Goods		190,141	264,379	353,253	444,016	74,239	88,874	90,762	\$253,875
Eating and Drinking	300	54,964	76,424	102,114	128,351	21,460	25,691	26,237	73,387
Building Material/Hardware/Garden	300	40,480	56,285	75,205	94,528	15,805	18,921	19,323	54,048
Total Retail Goods		381,576	530,559	708,911	891,054	148,983	178,353	182,143	509,478

Source: Economic & Planning Systems

Note: Totals as displayed may not reconcile due to spreadsheet rounding.

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footage, the net new development potential is estimated to be just over 13,000 square feet by 2015, reaching 45,000 square feet by 2035.

within a half mile radius of the Downtown Area.

The previous two tables have identified the market potentials related to new development in the Johnstown region. In addition, there may be additional support for retail development attributed to close-in residential development. The last two tables in this analysis are based on the concept that the Town of Johnstown will be able to create higher density housing in the sub-area immediately surrounding downtown and that downtown stores will enjoy higher capture rates from this subset, due to the close proximity, and increasingly successful synergy. The new retail sales potentials for the Downtown Area are estimated in Tables 5 and 6 below from the 75 new homes per year built

**Table 4
Retail Sales by Store Type in Johnstown Trade Area
Johnstown Comprehensive Plan**

Store Type	Capture Rate				Capture of Net New Sq. Ft.			
	2005	2015	2025	2035	2005-2015	2015-2025	2025-2035	Total
Net New Households in the Trade Area					1,887	2,259	2,307	6,453
Convenience Goods								
Supermarkets	20%	20%	20%	20%	3,731	4,466	4,561	12,759
Convenience Stores	10%	10%	10%	10%	971	1,163	1,188	3,322
Beer, Wine, & Liquor Stores	40%	40%	40%	40%	1,659	1,986	2,028	5,672
Health and Personal Care	10%	10%	10%	10%	496	594	607	1,698
Total Convenience Goods					6,857	8,209	8,384	23,450
Shopper's Goods								
General Merchandise								
Department Stores	--	--	--	--	--	--	--	--
Discount Department Stores	--	--	--	--	--	--	--	--
Other General Merchandise Stores	--	--	--	--	--	--	--	--
Warehouse Clubs & Supercenters	--	--	--	--	--	--	--	--
All Other General Merchandise Stores	10%	10%	10%	10%	207	248	254	709
Total General Merchandise					207	248	254	709
Other Shoppers Goods								
Clothing & Accessories	10%	10%	10%	10%	1,016	1,216	1,242	3,475
Furniture & Home Furnishings	0%	0%	0%	0%	0	0	0	0
Sporting Goods, Hobby, Book, & Music Stores	0%	0%	0%	0%	0	0	0	0
Miscellaneous Retail (incl. electronics and appl.)	0%	0%	0%	0%	0	0	0	0
Electronics & Appliances	0%	0%	0%	0%	0	0	0	0
Total Shopper's Goods					1,016	1,216	1,242	3,475
Eating and Drinking	25%	25%	25%	25%	5,365	6,423	6,559	18,347
Building Material/Hardware/Garden	--	--	--	--	--	--	--	--
Total Retail Goods					13,239	15,848	16,185	45,272

Source: Economic & Planning Systems

Note: Totals as displayed may not reconcile due to spreadsheet rounding.

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Table 5
Supportable New Downtown Retail Space, 2005-2035
Johnstown Comprehensive Plan

Store Type	\$ Per Sq. Ft.	Downtown Sup. Sq. Ft.				Downtown Potentials (100% Capture)			
		2005	2015	2025	2035	2005-2015	2015-2025	2025-2035	Total
Net New Households within Trade Area						750	750	750	2,250
Convenience Goods									
Supermarkets	\$400	0	7,414	14,829	22,243	7,414	7,414	7,414	22,243
Convenience Stores	350	0	3,861	7,721	11,582	3,861	3,861	3,861	11,582
Beer, Wine, & Liquor Stores	250	0	1,648	3,296	4,944	1,648	1,648	1,648	4,944
Health and Personal Care	350	0	<u>1,973</u>	<u>3,946</u>	<u>5,919</u>	<u>1,973</u>	<u>1,973</u>	<u>1,973</u>	<u>5,919</u>
Total Convenience Goods		0	14,896	29,793	44,689	14,896	14,896	14,896	44,689
Shopper's Goods									
General Merchandise									
Department Stores	250	0	5,251	10,502	15,754	5,251	5,251	5,251	15,754
Discount Department Stores	350	0	2,231	4,463	6,694	2,231	2,231	2,231	6,694
Other General Merchandise Stores		0	5,684	11,368	17,052	5,684	5,684	5,684	17,052
Warehouse Clubs & Supercenters	350	0	4,860	9,719	14,579	4,860	4,860	4,860	14,579
All Other General Merchandise Stores	<u>250</u>	<u>0</u>	<u>824</u>	<u>1,649</u>	<u>2,473</u>	<u>824</u>	<u>824</u>	<u>824</u>	<u>2,473</u>
Total General Merchandise		0	10,935	21,870	32,805	10,935	10,935	10,935	\$32,805
Other Shoppers Goods									
Clothing & Accessories	250	0	4,039	8,077	12,116	4,039	4,039	4,039	12,116
Furniture & Home Furnishings	200	0	3,953	7,907	11,860	3,953	3,953	3,953	11,860
Sporting Goods, Hobby, Book, & Music Stores	200	0	3,780	7,559	11,339	3,780	3,780	3,780	11,339
Miscellaneous Retail (incl. electronics and appl.)	200	0	6,800	13,600	20,400	6,800	6,800	6,800	20,400
Electronics & Appliances	<u>250</u>	<u>0</u>	<u>2,511</u>	<u>5,023</u>	<u>7,534</u>	<u>2,511</u>	<u>2,511</u>	<u>2,511</u>	<u>7,534</u>
Total Shopper's Goods		0	29,507	59,013	88,520	29,507	29,507	29,507	\$88,520
Eating and Drinking	300	0	8,529	17,059	25,588	8,529	8,529	8,529	25,588
Building Material/Hardware/Garden	300	0	6,282	12,564	18,845	6,282	6,282	6,282	18,845
Total Retail Goods		0	59,214	118,428	177,642	59,214	59,214	59,214	177,642

Source: Economic & Planning Systems

Note: Totals as displayed may not reconcile due to spreadsheet rounding.

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The estimated net new floor area is provided below in Table 6 and reflects tailored capture rates by type of good. Because this subset of the analysis reflects households living within close proximity to downtown, capture rates are much higher than those of the larger trade area. Capture rates range from 60 percent for Beer, Wine & Liquor, 40 percent for Supermarkets, to an average of 0 to 15 percent for Shoppers Goods. Eating and Drinking is estimated to capture 25 percent of local expenditure potential. Approximately 10,000 square feet of retail floor area is projected to be built every ten years, assuming that the downtown is developed at a rate and density consistent with these assumptions.

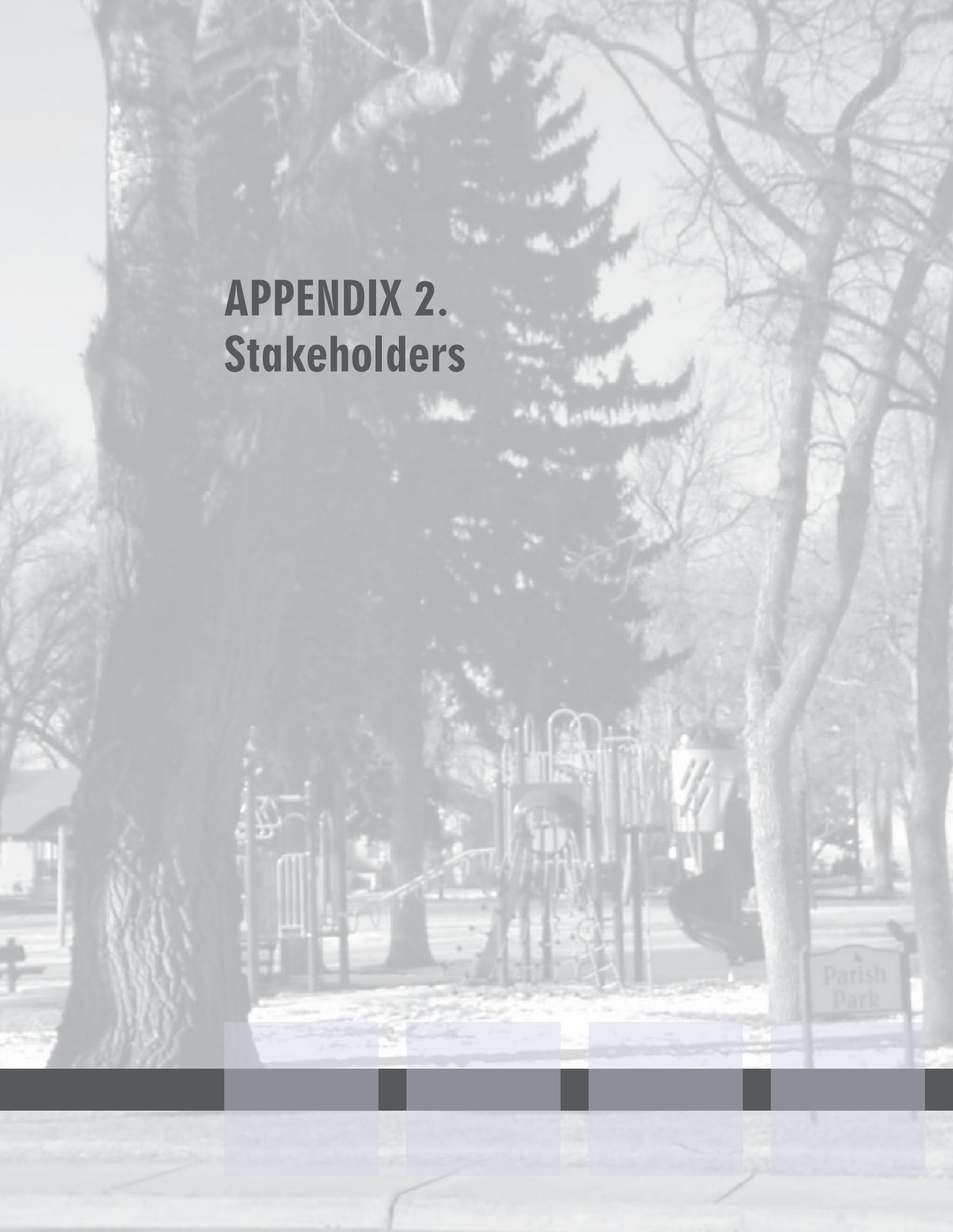
Table 6
Retail Sales by Store Type in Johnstown Trade Area
Johnstown Comprehensive Plan

Store Type	Downtown Capture Rate				Downtown Capture of Net New Sq. Ft.			
	2005	2015	2025	2035	2005-2015	2015-2025	2025-2035	Total
Net New Households in the Trade Area					750	750	750	2,250
Convenience Goods								
Supermarkets	60%	60%	60%	60%	4,449	4,449	4,449	13,346
Convenience Stores	40%	40%	40%	40%	1,544	1,544	1,544	4,633
Beer, Wine, & Liquor Stores	60%	60%	60%	60%	989	989	989	2,967
Health and Personal Care	40%	40%	40%	40%	789	789	789	2,368
Total Convenience Goods					7,771	7,771	7,771	23,313
Shopper's Goods								
<u>General Merchandise</u>								
Department Stores	--	--	--	--	--	--	--	--
Discount Department Stores	--	--	--	--	--	--	--	--
Other General Merchandise Stores	--	--	--	--	--	--	--	--
Warehouse Clubs & Supercenters	--	--	--	--	--	--	--	--
All Other General Merchandise Stores	15%	15%	15%	15%	124	124	124	371
Total General Merchandise					124	124	124	371
<u>Other Shoppers Goods</u>								
Clothing & Accessories	15%	15%	15%	15%	606	606	606	1,817
Furniture & Home Furnishings	0%	0%	0%	0%	0	0	0	0
Sporting Goods, Hobby, Book, & Music Stores	0%	0%	0%	0%	0	0	0	0
Miscellaneous Retail (incl. electronics and appl.)	0%	0%	0%	0%	0	0	0	0
Electronics & Appliances	0%	0%	0%	0%	0	0	0	0
Total Shopper's Goods					606	606	606	1,817
Eating and Drinking	25%	25%	25%	25%	2,132	2,132	2,132	6,397
Building Material/Hardware/Garden	--	--	--	--	--	--	--	--
Total Retail Goods					10,509	10,509	10,509	31,528

Source: Economic & Planning Systems

Note: Totals as displayed may not reconcile due to spreadsheet rounding.

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A grayscale photograph of a park. In the foreground, a large tree trunk is on the left. In the middle ground, there is a playground with various equipment like slides and climbing structures. A sign in the lower right corner reads "Parish Park". The background shows more trees and a clear sky.

APPENDIX 2. Stakeholders



Stakeholders

Appendix 2 outlines the results of community-wide stakeholder

COMMUNITY-WIDE

Stakeholder interviews were held on June 28th and 29th, 2006, and included two days of interviews with representatives of the Rural/Future developing areas, Area Agencies, Central Business District Planning Area Group, and local Developers.

During these sessions, John Franklin described the need to update the Comprehensive Plan. Bruce Meighen from EDAW described the composition of the updated Comprehensive Plan, including the future land use and downtown components. Bruce Meighen also described the process and the opportunities to stay involved. This included the upcoming Community Choices Public Workshop, which will be held on September 14th, from 7:00 to 9:00 pm at Town Hall.

The stakeholders were asked a series of questions focusing on the future form of the community and the redevelopment of downtown. They included:

- What did and did not work with the previous Comprehensive Plan?
- What adjustments should be made to Johnstown's future land use?
- What policies and actions need to be part of our Comprehensive Plan update to ensure the viability and enhancement of our downtown?

A summary of comments are found below:

Overall

- Include dark skies policy in the plan
- Consider the final approach course of the Loveland-Ft. Collins airport and locations of residential development
- Look into airport constraints on development
- The employment category should be modified to include a mixed-use commercial with a residential component
- Incorporate more mixed-use areas into the plan
- Like the ideas of commercial centers
- Strive to create one community, not 2 communities divided by I-25 (or one near downtown and one near I-25)
- Coordinate Johnstown's comp plan with Loveland's comp plan for areas where the two communities abut (esp. around 402)
- Keeping all residential away from I-25 is not the way the corridor is presently developing or should
- Employers want employees to live nearby – consider adjacencies of employment with residential
- In mixed-use areas provide a percent of accessory used allowed
- Create performance requirements for mixed-use
- US34 & I-25 should be primarily employment and commercial with mixed-use opportunities allowed
- Consider what the absorption rate is for Johnstown when showing large employment areas on the plan

- The market will determine where the centers are to be located, not just a plan
- The major NS/ES intersections will naturally become centers – fade into residential beyond the centers
- Let the market determine what is compatible
- Allow for flexibility in uses to create balance, and allow for change over time
- Allow estate lots (1/2 – 1 acre) in some areas away from the major concentrations of development, since there is a high demand for this housing
- Estate lots do not work by a river corridor: high land prices mean cannot develop enough lots to be profitable
- Current comp plan shows parks in the center of sections – this is difficult to achieve – locate parks in a more practical location
- Parks and school districts need to coordinate better – they should be developed together to maximize community benefits
- Hwy 60 should be mixed-use, not residential backing up to it
- Need flexibility in residential development
- Too much low density residential is shown on the plan
- Johnstown needs multi-family residential, hospitality (hotels), and affordable housing
- Diversity of opportunities – services, amenities, entertainment
- Parking or transit needs should be considered
- Bicycle and pedestrians should be encouraged
- Create on-street parking on Parish south of Hwy60
- Success of Downtown is dependant upon politics and support of community leaders
- Allow for flexibility in the Downtown guidelines
- Need to create jobs and employment opportunities
- Keep municipal government and services Downtown
- Downtown should look nice to attract people
- Create a user-friendly area
- Downtown should be civic and cultural center of Johnstown
- Include policies in the plan to promote Downtown as the civic and cultural center
- Capitalize on the small town feeling and atmosphere of the core of Downtown
- Improve streets for pedestrian safety (sidewalks, medians)
- Consider rerouting truck traffic off of Parish and Hwy60 to get it out of Downtown
- Restrict the size of delivery trucks in Downtown
- Downtown should have its own identity, create a “brand” and marketable image
- Image of corridors important in Downtown identity

Downtown

- People need a reason to go Downtown – restaurants, hardware store, entertainment, outdoor eating, theater, dry cleaner, ice cream shop, coffee shop, pharmacy

- No light industrial adjacent to Downtown
- Good economic mix and revenue base to revitalize Downtown
- Downtown should function differently than edge commercial
- Consider multi-story (3-4 story) buildings in Downtown
- Allow for parking structures
- Consider alley entrances for businesses on Parish
- Allow for loft development
- Expand the Downtown street grid into future redeveloped areas
- Consider a community recreation facility across from the police station
- Improve connections from existing neighborhoods to downtown
- New types of housing (TND, New Urbanism) are appropriate in this area

Attendees also reviewed preliminary refinements to the future land use map and opportunities for downtown redevelopment. A new transportation and natural resources map was also available for their reference. Key ideas are illustrated on these figures.

Downtown Johnstown Business Conditions

Overview. As part of the comprehensive plan research, thirteen interviews were conducted with business owners and property owners in downtown Johnstown over one business day. The interviews were conducted to gain the perspective of businesses regarding the Comprehensive Plan update. The merchants were interviewed to gain an understanding of the business community's reaction to any

potential future commercial development, and to identify the vital components of downtown Johnstown in the eyes key stakeholders.

Business conditions. The merchants interviewed reflected the spectrum of downtown businesses to gain as wide a perspective as possible on the sentiments of business owners. The merchants represented independent stores and franchises as well as tenants and owners of the business' property. Beliefs about the future of downtown Johnstown were equally passionate among all stakeholders.

For many, business has steadily improved over the past few years, and merchants linked the change to the growth in households in the area. Simultaneously, there was a general sentiment that the downtown was widely undiscovered by new Johnstown homeowners in developments located closer to I-25. From the stakeholder's view, the new residents either do not identify with Johnstown or are not aware that a downtown exists. This raises a concern for some of the businesses, as the primary customer base is generated largely from the residents of Johnstown and somewhat from nearby Milliken. As Johnstown's household base continues to grow to the west of the downtown, businesses fear they will lose more and more customers to retail located along the major artery of I-25. Major commercial centers such as Centerra, as well as other smaller shopping centers in Loveland already represent a large competitive force drawing customers away from the small, understated downtown.

When asked about potential new retail development, specifically big box retail, posing a threat to local businesses, just over half of the Downtown businesses believe they will suffer. Some worry that the potential stores will divert sufficient numbers of customers away and will put them out of business completely. Local businesses want the town to limit commercial development outside of downtown, and invest more in the downtown itself. They would like to see the town better marketed along the I-25 corridor and to its own residents, thereby keeping a focus on a healthy, vital downtown. A minority of businesses believe that big box retail off I-25 will bring more traffic to Johnstown, benefiting their businesses with a greater influx of Northern Colorado residents as well as those commuting from Denver.

Vacancies. Vacancies are very low at this time, suggesting that market support is reasonably strong. There seems to be a split in the local merchants' perception about the level of vacancies. Of those that responded to the question, half believe that the current vacancy rate is the same as usual, and four believe it is higher than normal, suggesting that the norm for occupancy levels in downtown is generally high.

Rents. Rents in Old Town Johnstown are significantly cheaper than in the new development on the southern end of the community. Old Town rents range from to \$4.75/sq. ft. to \$9.40/sq. ft. Those businesses who own their buildings were also asked what they would be able to charge for rent were they to rent their office space. These property owners gave a range from \$8.00/sq. ft. to \$18.50/sq. ft. based on the improvements

they've made to their property. Rents in the new downtown development hover around \$11.00/sq. ft. to \$12.50/sq. ft. for the newly developed space.

Additional retail needed in Johnstown.

Merchants were asked what kinds of retail the downtown area lacked. Most commonly stated was a variation of a nice sit-down restaurant. Other suggestions varied widely, but a few responses were: more restaurants, a convenience store, sporting goods store, bookstore, clothing store, movie theater, small department store, entertainment for kids, a furniture store, ice cream parlor, coffee shop, and recreation center/health club.

A few business owners feel that downtown should not change, and that Centerra is close enough to take care of any unmet demand. These merchants clung to the old, small-town feel that Johnstown has portrayed, and to some extent still embodies. These people live in Johnstown because they have no desire to live in an urban community.

How Downtown could improve. The list is topped by the overwhelming demand that downtown get a face lift, that downtown is made into a destination. Many of the merchants interviewed report that the downtown looks run down and is not attractive. Some of the suggestions include emphasizing the historic look of downtown, adding street lamps and improving sidewalks. As it is, Johnstown is a utility town rather than a destination. There is a need for businesses which pull traffic downtown at different times of day.

The second most frequently cited need is parking. Other suggestions include: park benches, handicap parking, additional anchor stores, incentives to draw in more businesses, activities to downtown to draw people in, smooth out the building department code and process to entice more businesses to come, add more store variety, advertise the storefront improvement grant, add signage to I-25 and to Hwy 60 for downtown, decorate downtown on holidays, and advertise the downtown to current residents.

Additional comments. Most businesses cited a need for more parking. The issue may be one of locational issues or may be more of a perceived need, rather than actual. In general, there are unused parking spaces in two town lots. Because these are not located directly in front of downtown storefronts, drivers seem unaware of them or unwilling to utilize them.

